

In this issue:

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Contributions on all aspects of mobility are welcomed for publication in the EuRApean. If you are a member of EuRA and would like to contribute news about your company please get in touch; Dominic Tidey, Managing Editor dominic@aura-relocation.com or Maria Manly, Editor maria@aura-relocation.com
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Save the Dates!



EuRA Briefing - Cyber Security
Thursday 11th April

EuRA Briefing - Welcome Congress Newcomers
Friday 19th April

EuRA International Relocation Congress 2024
Vilamoura 2024
Monday 29th April to Thursday 2nd May

EuRA USA Reception
Thursday 24th October National Harbour,
Washington DC

EuRA International Relocation Congress 2025
Monday 5th May to Thursday 8th May



Notes from the Editor

It's hard to believe that it's nearly a year since we met in Dublin. It's even harder to believe we're only weeks away from meeting in Vilamoura and there has been a surge in preparation activity. The sessions are planned, the menus have been chosen, the hotel is really excited about the event and the team are prepped and pumped!



We are so fortunate again this year to have our amazing team of volunteers without whom we would be lost. They are a fantastic and dedicated group of people and have been supporting us for many years now. Huge thanks to Åse Löfgren Gunsten, Bo Vermaak, Clarissa Scharwey, Eliana Bramstoft, Maddalena Gouvía, Laura Machiels and Lisa Caparossi for being awesome.

Although the conference is one of the big highlights of the EuRA year there is

a lot going on at the moment. As you may be aware we have been undertaking a full top down review of everything we do and many things are being updated, changed and improved.

The biggest recent change which you can read all about in the EGQS+ Update article, is that we have brought the programme in-house. We have been working on this for many months now and the system launched on April 1st. Full details are of course on the [website](#) and in the [Briefing](#) that we ran in January. There are many new member benefits to this new system including a more streamlined audit approach, simplified administration and much reduced costs as the audits can now all take place remotely by our team of specialist and experienced EGQS+ auditors.

We are working with our brilliant design and web team to update and improve our CRM and website. This will be a long process but as part of it they will be developing API's to link our various platforms together, such as the EuRA Academy, our communications systems and our events App. We are also looking

forward to making our online and in person image more cohesive and slick!

Another big change that's coming up is the way that the Executive Group (EG) will work. The number of representatives on the EG all drop from 10 to 7 over the next few years which will improve the efficiency of the group, focus their outstanding skills and reduce costs.

Our current President Alistair Murray and VP Isabel Cudell will be handing their roles to Sophie Rehberg and Simon Robins respectively. We are sad to them go. They have made a huge contribution to EuRA over their years on the EG. Sophie and Simon will continue their work and will steer the EG over the coming year of their term.

Like Tad says in his report, I'd also like to thank Briony, Maree and Maria as well as our dedicated and skilled Strategic Consultants for all the work they have put in to the review of all things EuRA. It's going to be an exciting year ahead.

Dom Tidey
Managing Editor

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Welcome Reception



Logistics



Speed Networking



Supply Chain Symposium



Relolink



Direct Clients Workshop



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Move Management Symposium



Sustainability Symposium



Immigration Workshop



Corporate Housing Workshop



Silver



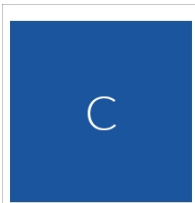
Newcomers Reception



Bronze



Meeting Room



Currencies Direct



Visa Executive
IMMIGRATION SOLUTIONS AUSTRALIA



Letter from our President and Vice President

Alistair Murray - COO Packimpex

Isabel Cudell - Moving-ON Professional Mobility



Hello again to all fellow EuRA members,

I hope you're all doing well and enjoying a good start to 2024.

Like any memorable family gathering, just as it's getting going and everyone is having fun, it's time to say goodbye and move on. That's the case for Isabel and me as our one-year term as President and Vice President of EuRA comes to an end.

It has been a real privilege to play a small part in the development and progression of such a popular and valuable element of our wonderful industry.

Time really does fly but we can both reflect on eight incredibly enjoyable and productive years as part of the EuRA Executive Group, as it realigns the tenure of its members. We have witnessed a huge amount of change (hopefully all positive) in that time. As the demographics of the EuRA membership, and the industry as a

whole, changes, I'm delighted to say this is reflected within the Executive Group : smart, young and dynamic voices offering their expert opinion, perspective and support. When you look back on the objectives for the year

that Isabel and I outlined in the June edition of the EuRApean, I think we've made progress in a number of key areas and, in a small way, I hope we have helped to influence the future of such a wonderful association.

- Completing the top-down review, as we envision a sustainable EuRA in the next 25 years.
- Working with a Design Thinking specialist to provide structure to the strategy and the objectives set by the EG, including the succession plan of EuRA's Executive leadership.
- Continuing to listen to and act upon member feedback and data analytics in all EuRA matters.
- Continue to collaborate with all industry associations.
- Maximise the time and expertise of the EG members by working in subject specific groups.

- Review of EuRA's educational programme offer.
- Look to make tangible progress when discussing Artificial Intelligence and APIs.

The foundations have been laid and I am extremely confident that the incredible EuRA team, with the support of the Executive Group, will ensure EuRA remains as vibrant, relevant and valuable for many years to come.

We would like to thank Tad, Dom, Briony, Maree and Maria for their tireless hard work behind the scenes to make EuRA such a success and to the Executive Group for adding their creative ideas and invaluable vision. Thank you all for your support over the last twelve months.

Very best wishes to our new President and Vice President, Sophie Rehberg and Simon Robins, they are the EuRA dream team, have a huge amount of knowledge, compassion and expertise, and will do an amazing job. The future of the association is very bright indeed.

Vilamoura promises to be another spectacular and memorable conference in a wonderful venue with lots of great networking opportunities and interesting new content. There is no doubt whatsoever that this year's conference will fulfil our vision - to deliver collaboration, inspiration, education and joy for the benefit of our EuRA membership.

We're really looking forward to seeing you there.

Alistair and Isabel

Letter from our Incoming President & Vice-President



Sophie Rehberg - Managing Director
Professional Organizing Relocation Consult
Simon Robins - Business Development
Director TTH Curzon

What an honour it is for us both to be writing this article for this edition of the EuRApean – what a privilege it is to have been elected as President and Vice President. First and foremost, we would like to express our gratitude and admiration for our current leadership – Alistair Murray and Isabel Cudell. Alistair & Isabel have played a crucial role in initiating further developments and we are grateful to have served as a part of the Executive Group alongside them. The coming year is promising to be challenging for our sector – geopolitical situations continue to create

uncertainty, the economic situation is less stable than it has been in past years, the ongoing cuts in many sectors and relating turns in volume will mean that we will all need

to continue to innovate and adapt to ensure the continuity in our businesses. We believe that EuRA can and should play a fundamental part in assisting all members in the challenges that will be encountered – be it through training options, networking events, or by running the conferences that we need to stay connected, informed and inspired. We hope that we can continue to foster a collaborative environment in which we can motivate industry colleagues to share and discuss challenges, be it on a national or international level. Collaboration, a key EuRA value is what will

make us better – it is critical that we continue to invest in solid relationships and partnerships. The Executive Group represents the members of EuRA and a thorough decision making process is applied with the interest of the membership at the forefront of what we do and decide. As President and Vice President, we will continue to ensure that the time the Executive Group is together is productive and innovative, and to strive for betterment in all that we do. Nothing at EuRA would be possible without the skilful and passionate leadership of Tad Zurlinden and Dom Tidey along with Briony Horwood and their team. May we as membership always remain grateful for their dedication and may we be humbled by what EuRA has achieved over the last two and a half decades.



It's hard to believe it's already a year since we all met in Dublin. A great deal has changed over the past 12 months. We are in the grip of geo-political forces over which we have very little

control. The global economy is reacting with caution and our industry like all others, is responding to the slow down. One thing that has been evidenced over the 25 years I've been part of the EuRA family is how very resilient it is.

We have all been talking about the various challenges we face in the future and our Vilamoura Conference programme has been built to really examine the changes coming our way, from the impact of AI, changes to supply chain structures, continued consolidation in the industry and of course changes to assignment types and budgets.

Over the past years we have been very concerned about many issues from compliance to lump sum, from GDPR to contracts. All of these challenges still exist but the EuRA family adapts, adjusts, brushes itself off and gets on with the essential work of helping humans in transition. This is what EuRA members do, with passion, commitment and excellence.

Our 2024 conference theme is "Beyond the Horizon". In her usual eloquent and astute style, our MC Frances Edmonds has researched the history of Portugal, our host nation and will be drawing some fascinating parallels in her opening address as to where we find ourselves in 2024. Our Opening Keynote speaker the brilliant Dan Sodergren will look at

what he terms "The Fifth Industrial Revolution" in an unmissable session so block your diary for 11:30 Tuesday 30th April.

A great deal of work has gone into developing one of the strongest programmes ever so a huge thank you to everyone who has been involved, our 70 speakers and moderators and of course Peggy Love who has done a great job supporting them.

I'd like to congratulate Sophie Rehberg and Simon Robins on being voted as the next President and Vice President of EuRA. They are both very committed and active Executive Group Members and our wider membership is lucky to have them in post as are me and my team. I'd like to say a huge thank you to our outgoing President and Vice President Alistair Murray and Isabel Cudell. They have brought expertise and dedication during their terms on the Executive Group and leave EuRA in great shape for the future.

A great deal of work has taken place over the start of the year, including one of the biggest changes to the EuRA Global Quality Seal Plus programme since its inception in 2008.

We have brought the whole of the EGQS+ in house, from administration to audit to certification. The reasons for doing this are to streamline the process, offer greater training and support to members undertaking certification and reducing costs. All audits will now be undertaken by trained and experienced EGQS+ auditors and can all now be done remotely. If members would still prefer a face to face audit this is of course possible. There are many more details on the website and in the [Briefing](#) that Martina Scharwey our Project Director hosted in January.

I'm delighted to say that we have two highly experienced new Mentors for the programme. Michéle Bramstoft

and Åse Löfren Gunsten (both past Presidents of EuRA and long standing EGQS+ holders) are now acting as independent consultants to EuRA and will be providing mentoring services to any members certifying or re-certifying. This service will be free of charge and more details are in the EGQS+ update in this edition. Please join us for a glass of fizz and meet with our mentors, lead auditor, admin team and of course Martina at our EGQS Session in Vilamoura 16:45 on Tuesday, April 30th. If you have been meaning to undertake the EGQS+ (and in our recent survey 76% of members said they intended to, over the next two years) then please join the team as we attempt to de-mystify the process and help you to get certified. We are also looking at how we can better represent our EGQS+ Holders with an enhanced membership tier.

As you will see in the Upcoming Events, we have a date and venue for our USA Reception. 24th October, National Harbour, Washington D.C. really close to the WERC venue the Gaylord Convention Centre. Our hosts will be Rosa Mexicano, a famous and revered Mexican restaurant so prepare for some excellent food and a terrific cocktail selection!

We are also in the process of re-designing the EuRA website and introducing API's to link it with the Academy as well as completely streamlining EuRA's programmes from the training to everything we publish. It will take time but the goal is to better represent members to the wider world as well as enhance our member services.

We're all really excited about the upcoming conference and looking forward to welcoming our 750 guests to the beautiful Algarve.

MIM Update April 2024

We have a plan of new modules to be launched in 2024, including what we hope will be a look at what AI means for our industry. If you have experience with AI or have a particular interest in the topic, we'd love to hear from you. We hope to have a module live in the Autumn.

We have a new mini course outlining what the MIM is and how you qualify. It's free for everyone and [you can access it here.](#)

We are also developing a Supply Chains module building on the Symposia we will be running in Portugal, looking at every aspect of how mobility services are delivered whether the client is an RMC or a Direct Client. If you'd like to take part, we'd love to hear from you.

If you are planning to put your team through MIM and or MIM+ and CAM Certifications, contact us also we can create a licence for you to enable your teams to participate at lower costs.



The Sustainability in Mobility Module is live in the Academy and we have had great feedback.

"I completed the Sustainability module today and it was excellent. Thank you so much, opened my eyes wide" - Rohit Kumar Ikan India.

Primary Trainer Paul Barnes brings the topic to life and interviews people across the industry to get a sense of where we are going with this important topic. We'd like to say a special thank you to Paul for donating his development fee entirely to charity.

The topic remains at the fore of what we're doing with the Coalition for Greener Mobility which you can read about later in this issue.

This module is currently free to access until the end of the year.



Our Legal Guru Gordon Kerr has also developed a MIM+ half module on Anti Money Laundering. This important topic has wide ranging impacts on our industry and staying compliant with the rules across Europe will be key for all members. Gordon will be following up with two Zoom webinars in April and May.

Martina Scharwey our Consultant for Quality has developed an entirely new "Introduction to the EuRA Global Quality Seal" which is 100% free for all members to certify and gain 50 credits towards MIM and MIM+ certification.

Online Now!

Duty of Care



Our Primary Trainers Tracy Kautzmann and Lucy Foster have been working on a brand new module dissecting Duty of Care in our industry and how members can best be aware of both the obvious and not so obvious duties owed by companies to their relocatees. This is now live!

Managing International Assignments



This module has recently been updated so if you have already taken it and would like to take advantage of the updates there is no charge. Just contact us for a code.

All the amazing content in the Academy is accessible for just €50 for modules and €50 for Quizzes. Non-members pay €250 to access a Module and a Quiz.

Our current MIM+ Programme consists of:

- Legal Compliance in Mobility
- Achieving Business Growth
- You are Your Brand
- Collaboration in the Next Normal
- Coaching Approaches in Mobility, four modules
- Sustainability in Mobility
- Introduction to the EGQS
- Anti-Money Laundering
- Duty of Care

The Coaching Approaches in Mobility (CAM) course is made up of four programmes each consisting of three fascinating modules. We developed this programme 10 years ago in conjunction with Oxford Brookes University and our Strategic Consultant for Education has fully renewed it.

Completing all four programmes is worth 200 credits.

Don't forget you can mix and match modules to suit your learning needs and gain your credits to get your qualifications. So you could do one Fixed syllabus module, two CAM modules and one MIM+ module and graduate at the first tier which is MIM Graduate and requires 200 credits. Two further modules will get you to MIM+ which requires 300 credits in total.

Below are downloadable guides with everything you need to know;

- [Guide to Qualifying with EuRA](#)
- [Routes to Qualifying Explained](#)

EuRA Global Quality Seal+



A New Approach - Dom Tidey EuRA COO

As you may already be aware we have made some significant changes to the EuRA Global Quality Seal Plus.

Since 2008 we have partnered with international audit companies to deliver the vast majority of the EGQS+ administration and to carry out the audits. We have had a terrific relationship with them particularly DQS who have been with us from the start.

However, going down this route has meant we have handed much of the control of the process to an outsourced supplier and as part of the top down review of EuRA, we looked at ways that would make the process more efficient and more attractive to members.

As a result, from April 1st we have brought the whole process in house.

Martina Scharwey lead a [Briefing](#) on how this will work in January, and it's really important to take a look if you are currently certified or thinking of undertaking the process.



From now on [Maree Turner](#) will take the administrative lead in the EuRA Office so all enquiries start with her!

One of the challenges that faced our audit partners was getting

sufficient auditors trained in the EGQS+ and on our industry. We have training on the EuRA Academy for auditors but a comment we had many times when we asked members to evaluate their experience was that auditor did not know about the mobility industry. This has now changed as our five auditors are all very experienced in EGQS audits and therefore know the Standard extremely well as well as how our industry works.

One other great advantage is that we are now able to offer all members remote audits should they prefer. From initial audit to re-certifications, they can all now take place via Zoom or Teams which saves time and a lot of money! Any member who would prefer a face-to-face audit can of course do this, just adding the auditors expenses themselves.

As we are now dealing with the administration ourselves, we can also significantly reduce the cost of audits. Full details are in [The Guide to the EGQS+](#) on the website.

We sent out a survey last year asking non-EGQS+ members what the barriers were to them undertaking certification. It was great to hear that over 75% of respondents had plans to undertake the EGQS+ in the next two

years, but predictably the main barrier to starting the process was a lack of internal resources and staff to prepare for the audit.

In order to help, we have developed a Mentoring Programme and Michèle Bramstoff and Åse Löfren Gunsten (both past Presidents of EuRA and long standing EGQS+ holders) are now acting as independent consultants to EuRA and will be providing mentoring services to any members certifying or re-certifying. The process will be free for two hours of mentoring per member company. The first call will be about how to start preparing the Quality Manual. The first task is to undertake the ["Introduction to the EGQS"](#) training module in the EuRA Academy. This module takes you through the Quality Standard step by step. If you follow the training then build your Quality Manual accordingly, you're done! Once you have built your Quality Manual, your Mentor will suggest you fill out the Self Assessment questionnaire and send it to them and your second call will be to determine how ready you are. In the interim your Mentor (and myself, Martina Scharwey and Gordon Kerr if you have any questions about GDPR!) are only a call or email away with answers to any questions you might have. We also provide you with all of the Policy Templates that you need to build for example your DEI or Environmental Policy.

If you have any questions just get in touch! The EGQS+ is designed to help members prove what we already know... they're the best in the business!

EuRA Global Quality Seal+

Newly Certified and Re-certified Members

Congratulations to our newly certified and re-certified EuRA Global Quality Seal Members

Newly Certified

[Nimmersion AB](#) - Feb-24

[Relocation Management Spain](#) - Oct-23

[Executive Mobility Group](#) - Sep-23

Newly Recertified

[Blue Global Relocation](#) - Mar-24

[Executive Relocations Netherlands](#) Feb-24

[Connectiv Relocation](#) - Jan-24

[Altair Global](#) - Jan-24

[Japan Mobility](#) - Oct-23

Online Training

There is a full module in the EuRA Academy

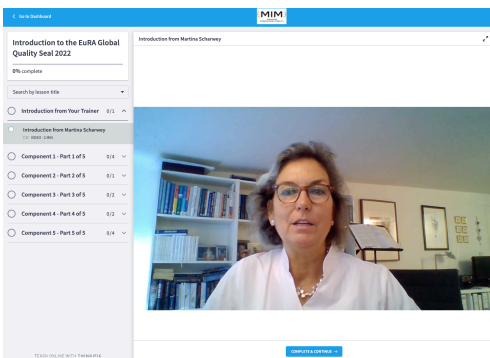
Free to all members. This module of five components covers everything you need to know about setting up a process management system. You'll learn how to build your Quality Manual and how to implement all the required policies to ensure you're

completely compliant for the future. The Quality Standard has just been updated and all members holding the Seal will have now received their copy of the updated standard. There is a full module in the Academy which will take you step by step through the changes. Even if this isn't the right time for you to go forward to your official audit, it's a great time to learn how to implement a process management system across your

organisation. Following these three (free to EuRA Members) modules will simplify the process, led by a true expert in quality management.

[To access the full training module, click here.](#)

[To access the 2023 update training module, click here](#)



Introduction to the EGQS

[Watch the film](#)



Feature: Jon Harman

“On Knowing and the Folly of Counting Blueberries”



Not so long ago I looked up the definition of information. If you are wondering why I might do such a thing, that's a fair question. I don't have a good answer, but I hope that you will keep reading anyway.

Being me, I looked up “information” using all three of the language references that I keep on my iPhone. (Again, no good explanation.) One definition stood out to me. It was offered by an app called Etymology Explorer, and it was revelatory (revelatory, adjective 1. Serving to reveal something) in the true sense of the word. Here is that definition:

information *noun* 1. That which resolves uncertainty.

The beauty and usefulness of this definition is that it highlights the fact that a great deal of what is passed off as information these days, especially on the internet, fails to meet the standard. Far too many of the posts, articles, and video clips that purport to inform us accomplish the opposite, adding to, rather than resolving, uncertainty.

I'm not speaking about posts offering tips on how to format references in a school essay or how to change the air filter on your Toyota Camry. Rather, I am concerned with those meant to address the most elemental areas of our lives: our health, our relationships, our families, our career. The internet (like magazines and morning talk shows) is a brilliant format for tips, hacks, and other quick fixes. There is no hack for a failing marriage or an anxious teen.

Turning to the information media for answers to important personal questions, we have externalised a process that once required us to look within. In so doing, we have diminished our capacity for knowing, ceding it to countless content creators whose only certain qualification is the ability to string together a few sentences and then click “post.” While individually some of this content may resolve an uncertainty, collectively the effect is to add to it.

Let's consider, for example, blueberries. You may have heard somewhere that blueberries are good for your brain. Dig deep enough and you are likely to uncover the origin of this nugget of wisdom in the published results of a scientific study. Outside of the researchers and their peers, it is doubtful that many people have read the study (or studies as it were) in question. Lacking a working knowledge of statistics and a basic understanding of the science behind the research, most of us are not qualified to read the study. I know from experience. I've tried to read several.

Such limitations do little to deter those who make their fortunes sharing nutrition tips in the media. Search “blueberries brain” and Google offers seven million results in a fraction of a second. The posts feature headlines like:

- Want a Sharper Brain and Younger Skin? Eat This Fruit.
- A Daily Helping of Blueberries Could Improve Brain and Heart Function.

- A Handful of Blueberries a Day Could Help Improve Brain Function.
- 75 Blueberries a Day Could Help Keep the Brain and Heart Healthy.

The headlines and their related posts are peppered with conditional words like “could” and “may.” Hardly the language of certainty. The disparity around portion size adds another layer of uncertainty. Does my brain need a handful, a half-cup, or 75 blueberries? How many blueberries are in a cup? Can I count the blueberries in my pancakes? Do they need to be organic? Are frozen blueberries as good as fresh?

These are important questions. Imagine yourself several years down the road, sitting in a doctor's office having just received a diagnosis of dementia. After allowing a few moments for the unfortunate news to settle in, your doctor says, ruefully, “You know, if you had only eaten 17 more cups of blueberries we wouldn't be sitting here right now.” Head bowed, you confess to the doctor, “And all this time I've been eating handfuls.”

There are hundreds of millions of people living in regions of the world where they do not have access to blueberries. Are we to assume that these areas are careening toward an epidemic-like outbreak of dementia? My grandmother lived into her nineties without a trace of dementia. She accomplished this feat despite never having had access to the internet and its billions of entries on how to eat. For her entire life you could only eat blueberries when they were in season, maybe a month out of the year.

Imagine yourself in a classroom with twenty people. The instructor asks you to create a draft for a healthy eating plan. You have five minutes. You must work independently, and you can't consult your phone. When the five minutes are up you will share your results and then work with the group to

create a single, consensus plan. It's not hard to imagine that there would be a good deal of overlap between the plans created in that classroom. The consensus plan would likely be something along the lines of: Eat when you are hungry. Try to eat fresh foods and whole foods. Easy on the red meat, fried foods, and sweets. Stop eating as you begin to feel full.

Now, imagine we tweak the instructions. You are told to take a week, use the internet as the only resource, and return to class ready to share a healthy eating plan. In this scenario, it is likely that the participants would work longer and yet be less confident the eating plan they create. Digging through the mountains of search results and expert opinions two factors work against them. First, among the millions or results there will be, by definition, many contradictory opinions. Second the sheer volume of “information” is overwhelming.



We can expect plans created using this method to be more specific and prescriptive. As such they feel less like guidelines and more like rules. Unlike the five-minute food plans, these plans are more likely to recommend specific nutrients, detailed measurements, and portion sizes as well as lists of foods to be limited, restricted, or avoided altogether.

The more specific the plans, the less likely they are to overlap. This means that the second part of the assignment, the creation of a consensus eating plan, is suddenly more difficult. Specificity invites conflict. Without intentional self-control on behalf of the participants, or the soothing guidance of a qualified moderator, the effort to generate a consensus plan would be at risk of collapsing into contentious debate. Even those who felt a twinge of uncertainty about their plan coming into class may suddenly be roused to defend its precepts, their doubts giving way to the emotion of the moment and the desire to be right.

The internet's lists and tips telling us how to eat are ubiquitous to the point of being useless, or even damaging. Perhaps worst of all, the pleasure of eating has been diminished for most of us and destroyed for many.

The five-minute food plan, is more elegant and useful. The detailed plan (assuming the participants can settle on one) will be more restrictive and impractical. The one offers choice, encouraging you to refer to your intuition and trusting you to make decisions that are good for you. The other limits choice, saying, in essence, you can't be trusted to know what to eat, you need experts to tell you. Which eating plan are you more likely to stick to in the long run? A plan that you can't stick to is useless.

The five-minute food plan works for the exact reason that it is not the product of data analysis or the average of the thinking of countless, faceless experts. Rather, it is the product of our lived experience. By eating we come to know what to eat. Cultures that tend to eat like their ancestors (think Japan or the Mediterranean region) tap into generations worth of lived experience. They are also known to have better health outcomes. No research required.

1.8 billion results for "parenting." 5 billion results for "good marriage." 6.5 billion results for "leadership." 5.1 billion results for "how to be a good friend."

We struggle to access what we know above the din of the media who sow uncertainty with their watered down interpretations of research, and their admonitions to count our steps, collect data on our sleep, track our heart rate, practice for 10,000 hours, fast for 16 hours a day, take ice baths, follow these seven tips to save your marriage and these fifty to be more productive at work until the possibility of knowing anything with certainty feels remote at best.

The origins of uncertainty are external. Knowing comes from within.

Most internet content, popular magazines, morning news shows, and other "informative" media are built on a model that's designed to tease us with the notion that they have some essential bit of life-altering information and they will gladly give it to us if they can just have our attention for a little bit longer.

The print equivalent is the teaser headlines on a magazine promising to "Boost Your Energy" or "Revive Your Love Life." Translated literally, those encouragements say, "Buy me!" On the television it is the polite request to "Stay tuned because right after the break we're going to share a recipe that

could help you lose weight and stave off cancer." Translated literally the request becomes, "Please watch these commercials." The internet search result offering a list of "Five Foods to Help You Lose Weight Now" is screaming, "Click me! Click me!"



The purpose here is not the promotion of well-being, it is the generation of advertising revenue. Revenue goals must be met so attention must be attracted so content must be

created. The cycle continues and the content keeps coming and when the search results are, inevitably, offered in the trillions, we still won't know what to eat.

Imagine yourself walking down the middle of a long, wide city street—a boulevard. You have a vague sense that you have somewhere to be, and you are trying to find your way. You are alone on the road. No cars. No bicycles. No other pedestrians. By contrast, the sidewalks are crowded—both sides packed with mobs of people of all ages, genders, ethnicities.

They are squeezed together, but they don't spill onto the street. This roiling mass of humanity, every single one of them, are focused on you as you pass. They are desperate for your attention and their strategy for capturing it is to scream directions at you, telling you how to get where you are going.

Many jump up and down as they scream. A man in a glimmering magenta body suit juggles torches. A fitness model with a spray tan, raises an eyebrow suggestively and holds up a neon sign that reads, "Over here." There is a sad little girl in a gingham dress with a sign that says, "Please listen to me," and a man in a suit waving his cash-filled hands over his head, bills drifting from his grip and floating to the asphalt. All of them seem certain that they can help you. None of them are familiar.

A few blocks on, squeezed between a woman applying face cream and a teen-age girl holding out a birthday cake, an old woman stands on the curb. She wears a simple dress made of thick cloth, a sweater you can tell she knitted, and practical shoes. Her face is lined with experience, her eyes are dark and filled with knowing.

You slow your pace just a hint. Your eyes meet hers. She is familiar to you. She nods once, the corners of her mouth lifting into a hint of a smile. You nod back. A few steps on you sense that you should turn left down the next side street and so you do, the din of the desperate mob fading as you pick up your pace.

You know where you are going. You know how to get there. Even when you are lost, you are still on your path.

Be careful who you listen to. Ask yourself, "Why are they talking so loudly?" Have some blueberries on the way. They taste better when you don't count them.

You know.

Feature: Key Relocation

“Interview with Ken Krogtoft”

At the beginning of this year, Copenhagen Relocations was acquired by KEY Relocation and Ken Krogtoft was appointed as Country Manager for Copenhagen Relocations.



In this interview, he shares his thoughts on the acquisition, his

new role and why the Nordics are so attractive to foreign talent.

At the beginning of this year, Copenhagen Relocations was acquired by KEY Relocation. What does this mean for the future of Copenhagen Relocations?

I think that by combining both companies' strengths and with super teams in Sweden, Finland, and Denmark, we are well positioned to build on a strong Nordic presence. For our clients and customers this means the advantage of having a one-stop-shop for the Nordics powered by teams with strong local expertise. It's also a great opportunity for our team to grow and develop in a larger organization and collaborate on a Nordic level. We still have a lot of work ahead getting to know each other, merging our two company cultures. But all in all, Copenhagen Relocations stays the same, continually improve our services and adding more talented people to the teams. Clients and customers can look forward to the same dedication, love of industry, & commitment to quality and excellence. We are very much

looking forward to being part of something bigger, new colleagues and to see what we can achieve together as a group.

What do you hope to achieve in your new role as Country Manager for Copenhagen Relocations?

First, I want to mention as the new Country Lead, that our team is the heart and soul of Copenhagen Relocations, as it is in the rest of Key Relocation Group. I want to create an environment where everyone can flourish, come to work every day with the knowledge they can make a difference for our Transferees & clients, and even for themselves and their inner work life. Make the team happy, make them feel motivated, make their work tasks meaningful, and specially make them feel positive, about their workplace, their team, their manager, and themselves. Happy Transferees & Clients – Happy Team, it works both ways.

Of course, vital for our success is the satisfaction of our clients, I believe in “Service second to none”. I will be committed to achieving that we continue, what Copenhagen Relocations has done for many years, to deliver exceptional service for all our clients. This involves nurturing and fostering strong client relationships, seeking feedback to continually improve our services, and maintaining a customer-centric approach in all our work. I want Copenhagen Relocations by Key Relocation to grow, and at the same time have adaptability in the market, being agile. In today's rapidly evolving business landscape, innovation and adaptability are crucial for staying ahead.

We will be the preferred Global Mobility partner in Denmark and rest of the Nordic countries.

KEY Relocation and Copenhagen Relocations has employees with many different nationalities. What's it like to work with a team of people from so many different backgrounds and cultures?

I believe that working with people from

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BY KEY RELOCATION

‘Happy Transferees’

different backgrounds and cultures is a huge asset to any company. In the business of Relocation and Global Mobility I believe it's a necessity. Most of our employees are multi-lingual, have moved and lived abroad in many different countries and benefited from relocation services themselves. Therefore, they know firsthand what our assignees always need, what kind of stressful moments transferees are going through, but also how to make the process as smooth as possible. It allows them to empathise with individuals going through the relocation process, understanding the emotions that can be a roller coaster. This, in combination with a strong local understanding of each country will make our services even stronger.

Just recently, Tad Zurlinden and Dominic Tidey from EuRA visited Copenhagen Relocations office. Can you share some insights from your discussions on the Relocation and Global Mobility market in Denmark and the Nordics?



It was an honour to have Tad & Dom visit us in CPH. Tad & Dom were in Copenhagen on behalf of EuRA. Michèle Bramstoft (MD of Copenhagen Relocations until 1st May) invited them to our office to help her promote the Relocation industry in Denmark and the Nordic Region. They shared their insights on the benefits our industry has to offer countries that invest in relocation. Tad talked about our stealth industry that generates billions of Euros and how it needs more recognition. He commented on the importance of lobbying governments for positive change in favour of global mobility. EuRA is getting good at lobbying

in Great Britain. He was happy to be present at yet another inaugural meeting of industry professionals.

Why do you think the Nordics are so attractive to foreign talent?

The Nordic region, including Denmark, Finland, Iceland, Norway, and Sweden, is characterized by a high standard of living, strong social systems, and a well-educated workforce. Overall, the Nordic countries place great emphasis on work-life balance which is highly valued by jobseekers.

However, let's not forget that labor laws and regulations vary from country to country in the Nordics. Understanding and complying with these regulations, including residency requirements for highly skilled workers, is critical to successful recruitment. And even though we share many cultural aspects, each country also has its own cultural Do's and Don'ts that should be considered when recruiting and selecting talent. Our expertise can be very helpful here if we are involved early enough in the recruitment process.

What is your definition of the famous Danish "hygge"?

There have been tons of articles, books ect. trying to explain hygge, but for me Hygge is a mental state, where you find yourself in a safe space and time, in social interaction with friends, family, candlelight's, warm friendly atmosphere. Hygge refers to many nice things, and how you feel about it. "Hyggeligt" could also be going for a walk with an old friend, sitting on a café sipping coffee with your partner, going to the theatre with your kids, or simple just sit and look out of the window on a cold, rainy day with a cup of warm tea or maybe a glass of wine. You create your own hygge and hyggelige moments - for me it's a state of mind, which are created when you are on the right place on the right time. I know the other Nordic countries also has similar words, e.g. "koseligt" in Norway, "lagom" in Sweden, Finland I actually don't know, but as the happiest country in the world I am sure they have a cool word as well.



“A Transformational Journey”

How do organizations find and build their transformational superpower amidst ongoing economic change and geopolitical turbulence? For companies to distinguish themselves in a sea of competitors, agile leaders look to lead their company transformation.

There is not a ‘secret sauce’ to being a transformational superpower? It means building specific capabilities that stand out; driving results, creating, and sustaining an unbeatable, admired, entrepreneurial culture that delivers excellence.

First, a transformational superpower requires building an integrated set of people, processes, and technology. These capabilities are not designated to one person or leadership – embracing an unshakeable belief to succeed and transform that is enabled and empowered enterprise wide and impacts the wider industry.

What does transformation at Intermark look like?

Intermark embraced empowerment through practice that transformed the organization. The team’s mindset of collaboration, innovative solution-finding, and agility carried the company through dark times; sparked the team’s entrepreneurial spirit, and drove significant changes to the company, delivery model, and contributed significant value to internal/external stakeholders.

Marina Semenova, Managing Partner comments about their refreshed mission, “Whoever you are, an individual or business, we are there for you every step of the way.”

Client support structure/delivery model:

Intermark took a strategic risk-taking approach to its programs and processes. Leadership listened to corporate clients and transferees to create programs/processes to align with corporate HR/

Mobility talent objectives and challenges; they pushed beyond geographic boundaries and initiated non-traditional programs.

Examples:

- Launched Intermark Homes in 8 countries in response to hybrid and remote work scenarios: short and long-term corporate housing needs in Eastern Europe and the Balkans
- Innovated Advisory Services in response to companies looking to relocate businesses out of Russia into a viable Eastern European location – services include extensive market research, establishment of a company’s legal entity, re-design and move offices, and relocate and settle their staff/families.
- Conducted informational webinars with RMCs on emerging locations, i.e., Armenia, Kazakhstan, Serbia; hosted by Intermark local experts; topics covered immigration, housing, economic outlook, industry sectors, legal

implications; conducted webinars on seismically vulnerable locations.

- Expanded footprint into 12 countries located throughout Eastern Europe and the Balkans; the company infrastructure expanded with knowledgeable consultants in each location.
- Established Korean Desk to serve Korean transferees relocating to Eastern Europe; the Desk is operated by a Korean native who conducts the introductory call, consults on cultural nuances with on-the-ground consultants, and ensures a smooth, safe relocation journey.

Value to internal and external clients and the wider industry: Intermark's values are commitment to team, dedication to excellence, transparency with internal/external stakeholders and navigating uncertainty with agility and determination.

Examples:

- Implemented Generative AI/technology methodologies that save time, resources, improve productivity, allows more time for high touch, tailored support with direct benefit to clients.
- Coordinated Business Circle so that widespread team can update each other in real-time, cross pollinate ideas/solutions.
- Encouraged companywide empowerment/innovation; team feels ownership for the company's successful transformation.

INTERMARK



Irina Yakimenko, Managing Partner comments, "I could not be prouder of our entire team. All of them possess superpowers and have elevated our service excellence and the client experience! Their thirst for knowledge and growth sparks my superpower and our company transformation."

[Intermark](#)

Feature: TIRA

“TIRA Navigates Uncertainty and Moves



Change is the only constant. As independently owned businesses, the new year has started off navigating geopolitical and economic change. To navigate uncertain waters and provide value to its members, the TIRA Board established clear objectives at the start of their tenure - enriching members, growing membership, and building on marketing and brand awareness. TIRA's Chair, Christine Martin, Founder of EO Mobility and Vice Chair, Brenda Levis, President of NYC Navigator and New England Navigator are pleased to report that the association is achieving its objectives with continued potential this year!

Marketing

The most important achievement has been elevating TIRA's importance and visibility on the Global Mobility stage worldwide. TIRA is a respected presence at global mobility conferences around the world.

You know by now that TIRA was invited to present at the EuRA, Vilamoura conference! Our panel session is entitled, "Creating the Future - Integrating Digital

Transformation in Your Organization."

For those attending EuRA, we hope you attend the plenary session on Tuesday, April 30 at 14.00 - 15.00.

The session will be moderated by Alane Boyd, the AI specialist and Co-Founder of BGBO CO. Alane will delve into the practical benefits and value of Generative AI with member panelists. The plenary session will tie in well with the keynote speaker, Dan Sodergren, who is a well-known UK speaker on AI and the future of work. Christine and Brenda commented, "We are immensely proud that TIRA will receive the elevated exposure it well deserves."

TIRA has conducted several #GlobalMobilityMatters discussions with corporate HR/Mobility leaders and our partner, Susan Ginsberg. The series has featured conversations with Becky Woods, Sr. Director Global Mobility at ADP; Tanya Mariottini, Director Global Mobility at Twilio; and Bob Church, Jr. Senior Manager, Global Mobility at Tronox. Topics covered with these corporate leaders include, The Future of Work, Defining the Client and Customer Experience, and their views on the emergence of digital and AI systems in their roles. We encourage you to listen to these insightful conversations on our TIRA YouTube Channel.

We are pleased to share that our collective efforts have enhanced our marketing and PR initiatives, including Members' Spotlight, regular articles that feature the association's thought leadership, as well as thought-provoking articles from notable sources. Warm thanks to our Marketing Committee led by Rohit Kumar at ikan talent mobility, with Deborah Loones at Relocation Belgium Brenda Levis, and Christine Martin.

Member Events

TIRA member roundtables are immensely popular and well-attended. Brenda Levis, Board Vice Chair and Director of Events facilitated a stimulating conversation, "Mitigating Financial Risk" amongst members.

TIRA Celebrates Earth Day 2024

Each year, over one billion people around the world take part in Earth Day. Some pick up paper, some pick up plastics, and others plant trees or clean up their local park. Earth Day 2024 is committed to making the world a happier, cleaner, and healthier place for all to live.

The theme for Earth Day, 2024 is Planet vs. Plastics. The goal is to reduce the use of plastics by 60%, and to spread the importance of

reducing the use of plastics and its benefits to our health. The goal is to completely reduce single-use plastics and push for a U.N. Treaty on Plastic Pollution.

We welcomed TIRA members to participate in Earth Day throughout the entire month of April. Stay tuned for posts about their activities to save our planet on our social media channels.

A TIRA priority is "Giving Back. Doing Good." In keeping with our collective mission to Save the Planet, we created a [Sustainability Manifesto](#) as a general framework for members.

Membership

Industry professionals and independently owned company leaders are talking about the benefits of becoming a TIRA member. This year, we extended a warm welcome to new members Iñigo Lopez from [BiCortex](#), servicing worldwide and Andrea Cacchione from [Shine Relocation](#) representing Argentina, and Karen Cygal from [Global IQ](#), servicing worldwide.

Thank you, Sylvie Schmit at [European Relocation Services](#), Veronique Haverhals at [Relocation Services Holland](#), and Deborah Loones for their hard work.

TIRA is proactively scaling for growth. In doing so, we are formalizing our membership application process and easing the onboarding of new members. We continue to focus on growing our membership. To learn more about us and consider membership, please contact us at <https://tiranetwork.com>.

Future Plans

We are committed to planning worthwhile member events and roundtables, enhancing our social media presence, and leveraging our collective thought-leadership. Look for information and details on social media about an upcoming public webinar. Christine Martin shared, "We are optimistic about the future of TIRA. On behalf of the entire Board, we are looking forward to seeing you in Vilamoura!"



All Things LegalApril 2024 - Gordon Kerr

Gordon Kerr

EuRA Strategic Consultant Legal

gordonkerr@gklegal.co.uk



In the last edition of The EuRApean, I commented on the challenges facing our industry from ransomware attacks. I have recently returned from Canada, where the fallout from the cyber-attack on SIRVA has begun in the form of a class legal action. I explain the legal implications below.

More legal and financial troubles have hit our industry in the form of the bankruptcy filing made by Paragon Relocation. This is bad news for many EuRA members. Is it time to review your payment terms?

I also highlight below a big increase in fines for employing someone illegally in the UK, how you should handle "right to be forgotten" requests and the longstanding issue of "blind copy" failures.

On a brighter note, the United Nations reports that global living standards are rising again. I

have been looking at their latest annual Human Development Index and finding out which countries really are the best to live in according to the UN!

If there is a particular legal topic that you would like me to cover in a future edition of The EuRApean, please let me know.

Ransomware hits the relocation industry - the legal fallout

On 23rd February, a class action was raised, in Canada, against the federal government, BGRS and SIRVA on behalf of current and former Royal Canadian Mounted Police members, members of the Canadian Armed Forces and other employees of the Canadian government whose personal information may have been compromised in a major cyberbreach.

The claim alleges that cybercriminals accessed and stole 1.5 terabytes of information from the servers of BGRS and SIRVA. The stolen data included personal information such as names, addresses, passport details and financial information for individuals who used relocation services between 1999 and the hack in 2023. The claim alleges that cybercriminals, having attempted unsuccessfully to obtain a multi-million-dollar ransom payment, later made the stolen data available on the dark web.



The claim also alleges that the stolen information is highly sensitive and in the wrong hands can be used to commit identity fraud and should have been deleted and destroyed from the servers of BGRS and SIRVA after relocation services were completed. Instead, it is alleged that personal data was wrongfully retained for years afterwards, in breach of PIPEDA, the Canadian equivalent of the GDPR.

It should be stressed that these are unproven allegations at this stage. But, whatever the outcome, all relocation businesses should be giving serious consideration to two aspects of this case:

1. Are you satisfied that your business has in place adequate protection, including insurance, against this form of cyber-attack and ransomware?
2. Do you have a GDPR-compliant policy on data retention periods and are you actively deleting personal data in accordance with your policy?

On the second point above, it is quite common for RMCs to retain personal data for seven years. This is based, largely, on the need to retain financial data for tax purposes. However, a shorter retention period is likely to be appropriate for files which relate to time-limited services such as homesearch and orientation. In light of this legal action, many relocation businesses will be urgently reviewing their data retention policies and practices.

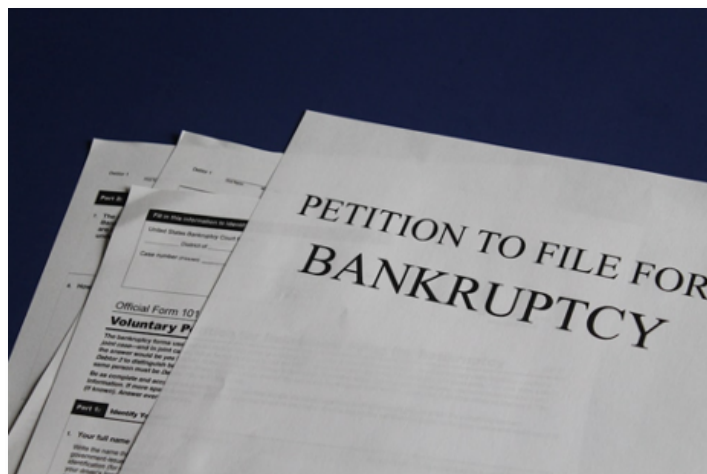
Surviving the bankruptcy of a large client

The recent bankruptcy filing, in Texas, by Paragon Relocation, has exposed just how vulnerable a small relocation business can be when a large client suddenly goes out of business.

According to Paragon's bankruptcy papers, the overall picture looks like this:

- Estimated assets - \$70,375
- Estimated liabilities - \$11.7 million
- Over 40 relocation/moving businesses have unpaid invoices
- "No funds will be available for distribution to unsecured creditors"

This raises the question of what a relocation business can do to minimise the risk of a serious loss. This is a topic which will be discussed at a



special session at the EuRA conference in Vilamoura ("Getting paid for your services - and avoiding clients who don't pay!" - Tuesday 30th April at 1pm). In the meantime, here are a few questions to consider:

- Do you have in place robust credit control processes?
- Do you continue to accept new instructions from a client who has outstanding invoices with you?
- Do you insist on a client "float" or pre-payment before advancing payments to third parties (e.g. government fees for visas)?
- Are your contracts clear on client payment terms (e.g. 30 or 45 days) and interest for late payment?
- Do you carry out any form of due diligence on new clients? - and do you have access to market intelligence about companies who may be getting into financial difficulties?

I will be interested in the views of EuRA members on this business-critical issue.



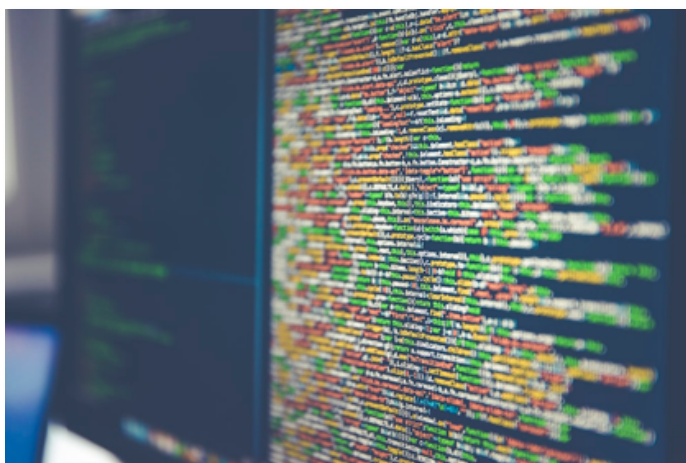
UK "right to work" checks

UK-based relocation businesses should be aware that any failure to carry out correct "right to work" checks on new employees will now result in higher fines.

From February 2024, the maximum civil penalty for employing an illegal worker has tripled from £15,000 to £45,000 for a first offence, and from £20,000 to £60,000 for subsequent offences. This means that it is essential that employers have a compliant "right to work" check history for all employees. Provided that correct checks are carried out, your business will have a "statutory excuse" against any fines should illegal working be identified.

If you need guidance about these checks, you should consult a new guide issued by the UK Home Office: "Employer's Guide to Right to Work Checks".

Do your customers have "the right to be forgotten"?



If your relocation business receives a request from an assignee or transferee to delete their data from your IT system, do you always need comply with that request? The answer to that question lies in the wording of the GDPR.

The "right to be forgotten", referred to in law as the right to erasure, is an individual's fundamental right under the GDPR. This right entitles individuals to request the removal of their personal data from the records of organisations that process their information.

Anyone can request the erasure of their own personal data at any time, verbally or in writing, but an organisation only has to fulfil the request in certain circumstances, including:

- Because the data is no longer necessary for the purposes it was collected for
- When "consent" was the lawful basis of processing and this is withdrawn, and there is no other lawful basis
- When a person exercises their right to object to processing for marketing purposes.

Under the GDPR, you have one month to respond to requests.

However, even if the right to erasure appears to apply, it is not absolute, and organisations may refuse erasure requests in certain situations, such as where the processing is required to comply with a legal obligation. That legal obligation could include a requirement for your business to maintain records for tax purposes.

If you are obliged to comply with an erasure request, this must be effected across all systems - live and archived or back-up. Individuals must be informed if there will be any delay in making erasures from backup systems. In any event, data in back-up systems must be put beyond use until it is erased.

One other practical point to mention here. Responsibility for responding to an erasure request lies with the Data Controller. If you are acting as a Processor, you should pass on any erasure request to the Controller and only delete data on the Controller's instructions.



When emails go wrong!

We have all received emails where the recipients were supposed to be blind copied – but weren't! The UK Information Commissioner's Office (ICO) has posted a reminder on how BCC emails can go wrong – and how to avoid that happening.

Using BCC incorrectly is among the most commonly reported breaches to the various data protection authorities across Europe. It's a widespread problem and can lead to extremely serious consequences for the affected individuals. For example, recent cases involving inappropriate using of CC/BCC have included (1) individuals seeking relocation to the UK after the Taliban took control of Afghanistan, and (2) victims of child sexual abuse.

The good news is that this can be one of the easier aspects of compliance to get under control. A couple of tips from the ICO (and there are more on their website):

- Install a prompt on your email client to remind anyone sending an email with CC/BCC fields to confirm that the message is appropriate to send in that way, and ensure that recipients are accurately listed (i.e., BCC rather than CC or vice versa).
- Remind employees about your policies on email best practices. Do they know when bulk emails, particularly using BCC, are appropriate? Some high-risk data categories are (hopefully) obvious – sensitive and confidential data, for example. But think about the wider context, too.

We humans are fallible and can always benefit from a bit of help!

Which countries have the highest living standards?

According to the United Nations, Switzerland is "officially" the best country in the world to live in.



This is based on the UN's latest Human Development Index, which measures every country's progress in terms of key aspects such as life expectancy at

birth, expected and average years of schooling and gross national income per person.

From the date of the introduction of the Index, in 1990, until 2019, global living standards were shown to be rising. But the Index fell in 2020 and again in 2021 due to a combination of the pandemic, war in Europe and some extreme weather events. The good news is that the 2022

Rank	Country	Index score (points out of 100)
1.	Switzerland	97
2.	Norway	97
3.	Iceland	96
4.	Hong Kong	96
5.	Denmark	95
5.	Sweden	95
7.	Germany	95
7.	Ireland	95
9.	Singapore	95
10.	Australia	95
10.	Netherlands	95

Index has risen again, if only slightly.

So which countries are the best to live in? By and large it's western European countries which score best, with the Nordic countries doing particularly well. Here is the latest "top 10".

Lower down the index are the UK (15th - 94pts), USA (20th - 93pts), France (28th - 91pts), China (75th - 79 pts) and India (134th - 64pts). At the very bottom of the Index, we find the countries which are plagued by civil wars and/or the absence of functioning governments.

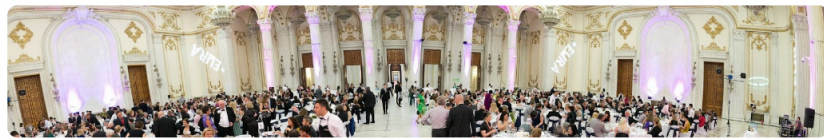
One aspect of the Index which stands out is the similarity with the annual Corruption Index produced by Transparency International, where the Nordic countries are also the "stars". Perhaps something to ponder?

If you need advice on these or any other legal issues affecting your business, please feel free to contact me at gordon@euarelocation.com or gordonkerr@gklegal.co.uk

**The
Legal & Tax Report is produced for
The EuRApean by Gordon Kerr,
EuRA's Strategic Consultant - Legal
Services**

EuRA's YouTube Channel

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Assignment Types & Changes 121 views · 8 months ago

We're continuing to run monthly EuRA Briefings. They're available for members to join and only to members On Demand for the first month before being made public on our YouTube channel.

EuRA Briefings & Interviews - All on our YouTube Channel

- **Changes to the EGQS+**
- **The Coalition for Greener Mobility Update**
- **Anti Money Laundering**
- **ESG Briefing White Paper Update**
- **Global Employee Programme Briefing**
- **Plus Conference Sessions!**

And coming up:

- **Cyber Security April 11th**
- **Welcome Vilamoura Newcomers April 19th**
- **Move Management May**
- **Supply Chain Update June**
- **And our Vilamoura Plenary Sessions!**

You can watch them all on our YouTube Channel

Please subscribe to the channel and helps us grow awareness of our industry online!

EuRA's Social Media 2024

#eurabriefings #euraintercultural

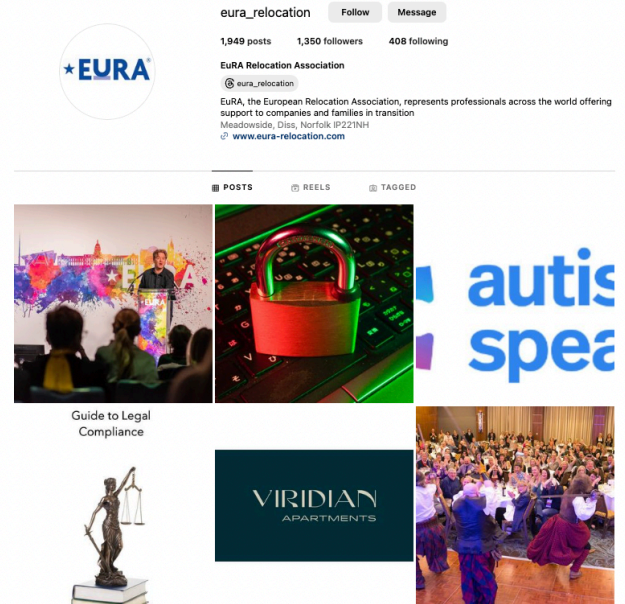
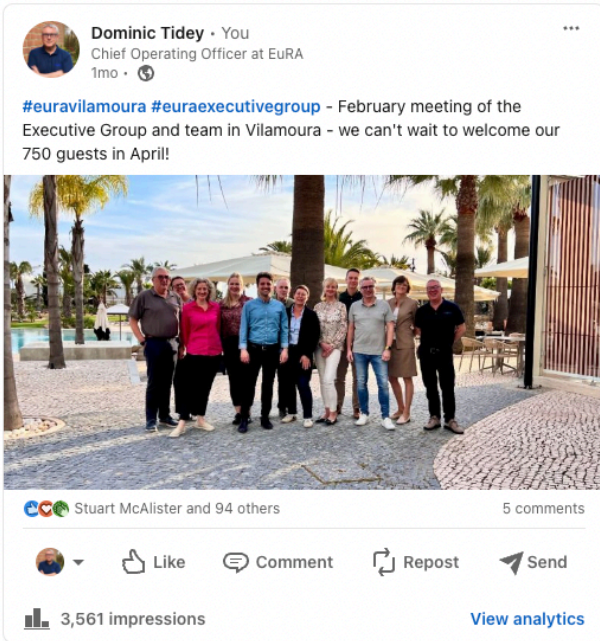
#aura2024 #euravilamoura

We have been working hard to increase online recognition of our industry through our social media presence.

We post links to all our briefings and interviews on LinkedIn, "X" (formally Twitter) and Instagram.

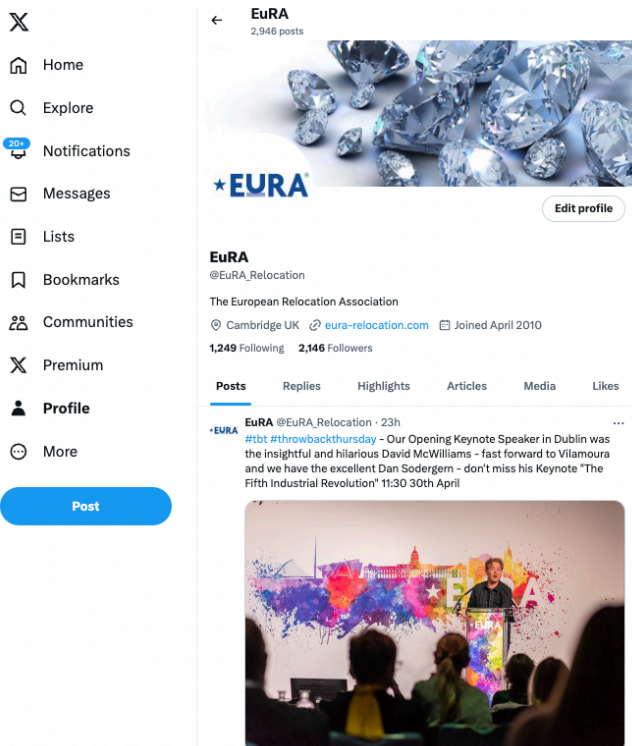
If you have anything you would like to share please go right ahead! The more we can share, acknowledge and highlight the amazing work of our industry all over the world, the better we can create recognition!

Please follow EuRA's presence on all the links below!



<https://www.linkedin.com/company/aura>

https://www.instagram.com/aura_relocation/



https://twitter.com/EuRA_Relocation



White Paper

Sustainable Development Goals for DSP's

Tad Zurlinden EuRA CEO



The Coalition for Greener Mobility Spring 2024

Tad Zurlinden



The White Paper "Sustainable development Goals for DSP's" was published in August and is designed to give DSP's worldwide, a framework around which they can develop sustainability practices that suit their business.

[You can access the White Paper for free on our website here.](#)

Thanks to the many members around the world who took part in the research.

The Coalition for Greener Mobility continues to make progress. The Blueprints for Green Moving, Corporate Housing and DSP's are now all on the [Coalition Website](http://www.greenermobility.org) www.greenermobility.org.

Before Christmas we decided we needed to establish the kind of information relating to Environmental Sustainability was being requested by global mobility because suppliers like DSP, Corporate Housing Providers and Movers are being requested to provide information ranging from the very vague "what are you doing in terms of sustainability" to very detailed questions about certification, measurements and potential targets. However, these requests are often being made without any coherent approach or practical guidance as to why the questions are being asked. So as a Coalition we decided to focus on the RFP process so that we would be able to understand

- What data and information clients actually want and/or need from their suppliers (and

why, i.e. what do they actually do with the data).

- How we (as an industry) can streamline the RFP process to avoid stakeholders feel overwhelmed by a wide diversity of sometimes contradictory requests.
- How we can simplify the process so that each stakeholder group can find the answers and data that they need to make impactful decisions.
- How we can make sustainability requirements "count" in the procurement process.

We agreed that we would start by asking members particularly RMCs if they would share the kind of questions they were getting from clients. Each of the Associations took on a list of RMCs and after a couple of months we had collected a number of answers. The next step is to analyse the results. We hope that this will be carried out by the Sustainability Consultants.

Recently we had a further meeting with our Consultants

to see how we can work with them and what are the next steps are if we are to work with them. They have offered to run a free 101 on Sustainability for any members who is still unsure of what this might mean to their businesses and may not have started their sustainability journey. They are also preparing a proposal on where we go from here and what resources will be required.

From the Coalition's point of view, we are looking into formalising the Group as an Association to give us an opportunity to involve other interested parties and provide a vehicle through which we can raise funds to pay for consultancy services etc. It might even look at future issues facing global mobility as a whole. Had the Coalition existed a few years ago, GDPR would have been at the top of the agenda!

Tad Zurlinden EuRA CEO

New Member Focus: A.Univers Transit Ltd.

Introduction

In an increasingly globalized world, the need for comprehensive and reliable relocation services has never been more critical. A. Univers Transit Ltd. stands out as a beacon in the global relocation industry, offering a wide range of services tailored to meet the needs of individuals and businesses moving across borders. Known for its unparalleled expertise in international moving, fine art packing, and shipping, A. Univers Transit Ltd. has established itself as a preferred destination service provider. This article explores the company's role and offerings in the relocation sector, highlighting its commitment to excellence and customer satisfaction.

DSP Services in Israel

As a leading Destination Service Provider (DSP) in Israel, A. Univers Transit Ltd. delivers an extensive range of services tailored to meet the comprehensive needs of individuals and corporations embarking on new beginnings in Israel. Recognizing the multifaceted challenges of international relocation, A. Univers Transit Ltd. meticulously crafts its services to ensure a seamless transition.

Community Orientation

A. Univers Transit Ltd. offers personalized community orientation tours designed to acquaint new residents with their local area. These tours are tailored to the client's

interests and requirements, covering everything from local amenities and healthcare services to entertainment and lifestyle options, ensuring a smooth cultural adaptation process.

Home Search

The cornerstone of A. Univers Transit Ltd.'s DSP services is its home search assistance. Leveraging extensive local knowledge and real estate networks, the company aids clients in finding their ideal home, negotiating leases, and understanding local housing laws and regulations, streamlining the moving-in process.

School Search

Understanding the importance of education in the relocation process, A. Univers Transit Ltd. provides comprehensive

school search services. These services are designed to help relocating families find educational institutions that best fit their children's needs, from local schools that offer international baccalaureate programs to specialized educational institutions.

Settling In Services

A. Univers Transit Ltd. goes beyond the basics with its settling-in services, which are designed to make the transition as comfortable as possible. This includes assistance with utilities setup, furniture rental for those awaiting permanent housing or



**A. UNIVERS
TRANSIT Ltd.**
Cargo Packing & Logistics

New Member Focus: A.Univers Transit Ltd.

preferring not to ship their furniture overseas, and even local registration processes. These services are tailored to ensure that clients can start their new life in Israel with everything they need from day one.

Airport Reception

To ensure a warm welcome and a stress-free arrival, A. Univers Transit Ltd. offers airport reception services. A representative meets clients upon their arrival, providing assistance with luggage, transportation, and an initial orientation to make the first impression of Israel as comforting as possible.

International Moving Expertise

The cornerstone of A. Univers Transit Ltd.'s portfolio is its international moving services. Catering to a diverse clientele ranging from expatriates to multinational corporations, the company prides itself on its ability to offer a seamless moving experience across continents. Utilizing a global network of partners, A. Univers Transit Ltd. ensures that every aspect of the move, including packing, logistics, customs clearance, and unpacking, is handled with the utmost care and professionalism.

The company goes beyond traditional moving services by offering tailored solutions to meet the specific needs of its clients. This includes everything from pet relocation to vehicle transport, all designed to provide a comprehensive, stress-free relocation process. A. Univers Transit Ltd.'s commitment to using high-quality packing materials and the latest in logistics technology further

underscores its position as a leader in international moving.

Fine Art Packing and Shipping

For clients with valuable art collections, A. Univers Transit Ltd. offers specialized packing and shipping services designed to protect and preserve fine art during transit.

Understanding the unique requirements and sensitivities associated with transporting art, the company employs expert packers who use state-of-the-art materials and techniques. Whether it's a priceless painting, a delicate sculpture, or an antique piece, A. Univers Transit Ltd. ensures that each item is meticulously packed, shipped, and delivered with the highest level of care.

Conclusion

A. Univers Transit Ltd. has established itself as a leading destination service provider in the global relocation industry through its comprehensive service offerings, including international moving and fine art packing and shipping. By focusing on personalized, high-quality services, A. Univers Transit Ltd. successfully addresses the complexities associated with relocating, making the transition smoother for individuals and businesses alike. With a dedication to excellence and customer satisfaction, A. Univers Transit Ltd. continues to be a trusted partner in global relocation.



**A. UNIVERS
TRANSIT** Ltd.
Cargo Packing & Logistics

<https://www.univers-transit.co.il>

New Member Focus: Global Pet Relocation

Expert pet transport services worldwide

As the world's leading pet relocation company, Global Pet Relocation is the first choice for owners seeking expert care that offers peace of mind throughout your pet's move. With a dedicated team of experienced professionals, we ensure the safe and comfortable travel of dogs, cats and many other animals around the world. Global Pet Relocation's unwavering commitment to pets' well-being makes us the trusted partner for those seeking reliable and caring assistance in moving your beloved furry family member to and from anywhere in the world.

What we do

Our premium door-to-door service takes care of every detail with custom travel plans organised by your dedicated pet relocation consultant. Handling every step of your pet's move from vaccinations and flight bookings to arrival at your new home, our experts offer flexible arrangements that reduce the stress of arranging a cross-country or international move.

Who we are

With over 100 years of collective experience, we've solidified our position as the premier authority on worldwide pet transport. Our expert team, made up of pet owners and animal lovers, have a steadfast commitment to the well-being of pets and their owners at every step. Find out more about our company and the incredible people who ensure a seamless, stress-free journey for your furry family members.



Tailor-made pet travel

We understand that a long-distance move can be overwhelming for families who already have plenty on their plates. That's why we offer entirely bespoke travel plans for your pet, tailored to your needs. Whether you need to travel separately from your pet or would prefer for them to be accompanied on their flight, we will always strive to meet your requirements. Our experienced team takes the time to understand your preferences and alleviate your worries by planning every detail with your pet's

well-being our top priority. They'll use insider knowledge to advise you of the best routings, airlines, kennels and vets to ensure your pet arrives safe and sound at their destination.



Corporate pet relocation

At Global Pet Relocation, we go above and beyond to ensure that the pet transport experience aligns with the exceptional standards our corporate clients and their distinguished clientele demand. With our corporate pet relocation service, our goal is to make the moving of assignees' pets as smooth, efficient, and stress-free as possible, allowing them to focus on their family's international move while entrusting their companions to our capable hands.

[Global Pet Relocation](#)

No.1 serviced apartment provider in the Nordics

We are the leading serviced apartment provider in the Nordics with a strong focus on business customers. We provide 9000 + move-in ready accommodation across the Nordics and project accommodation in Central Europe by request. We provide one point of contact for relocation companies and companies with global mobility needs to handle all the accommodation needs.



We believe there is no "one size fits all" when it comes to living

Our 400 local experts in 150 cities are ready to help arrange accommodation at your request. This means that we also furnish new capacity based on our customer's needs and that way we add approximately 1600 new apartments to our portfolio yearly.



"We have 20 years of history behind us, but we look beyond the traditional every day. We believe there is no "one size fits all" when it comes to living. We arrange tailored homelike solutions for temporary housing needs and relocation. If we don't have a ready-made solution for your need, we'll arrange it for you. We never stop looking for new ways to serve our guests better - come rain or shine", says Lars Dissing, Forenom's Country Director for Sweden, Denmark and Germany



Lars Dissing

Our purpose is to make your stay easy, so you can feel at home

In over 20 years Forenom has given people the opportunity to experience Nordic cities as inhabitants. *Many people might need to stay temporarily, but they still want and deserve the comfort and freedom that an apartment provides.* We are proud of our role in society to give companies, organizations, and universities the opportunity and flexibility to invite the best and the brightest talent from all around the world.

"We believe a variety of different accommodation options is crucial to give even more people the chance to experience the Nordic countries and cities, so we do not only provide premium options but also more cost-efficient solutions for low budgets", says Matilda Hedman from Forenom Sweden.



Matilda Hedman

Happier employees boost productivity

We make global mobility and employee relocation effortless with homelike serviced apartments tailored to your needs. Whether your employee is moving alone or with the family, Forenom's accommodation options combine the affordability of traditional hotels with the comfort of modern amenities. We aim to provide a hassle-free, comfortable, and economical solution for everyone.

At Forenom, we reliably deliver quality accommodation solutions for your mobile employees. In 2023, the guest satisfaction rate was 92%.

Whether you are a professional athlete, or a project team or an international company with mobile employees - when you accept the offer, you must go. Many times, it means leaving home behind - at least temporarily. Finding a new place where you can feel at home and relax can be hard. For this need, Forenom offers comfortable and functional fully equipped apartments. We will make your stay easy, so you can feel at home.



"When I moved to Finland, I moved to one of Forenom's apartments. It is crazy how cozy it felt right away. Everything you need is

already there. You don't have to worry about buying coffee mugs or washing machines. The apartments are also fully decorated, which makes them feel like a home, not a hotel room. I don't know how long I will stay, but thanks to Forenom, I don't mind. Here you can stay as short or as long as you like," says Nate Schnarr, our guest who lives in Forenom Serviced Apartments.

Wherever the job takes you to the Nordics or Central Europe - Call Forenom!

At Forenom, we reliably deliver quality accommodation solutions for your mobile employees. Don't navigate the complexities of temporary housing alone - our dedicated accommodation specialists are here to guide you every step of the way, ensuring smooth and home-like accommodation services. Don't let the stress of global mobility hold you back - take advantage of our proven track record and swift assistance.

More specific information about our accommodation solutions.

Pages: forenom.com [Relocation page](#)

New Member Focus: JAP-Consulting & Relocation

Your Trusted Partner for a Seamless Move to Germany

Relocating to a new country can be an exciting yet daunting experience. At JAP Consulting & Relocation, we understand the challenges and strive to make your transition to Germany as smooth and stress-free as possible.

Since 2010, our team of experienced professionals has been guiding individuals and families through every step of the relocation process.

Our Comprehensive Services:

Tailored Apartment Search: Finding the perfect home is crucial. We leverage our extensive network to provide a curated selection of apartments that meet your specific requirements, budget, and location preferences. Our experts handle all negotiations and paperwork, ensuring a hassle-free process.

Immigration and Residence Permit Assistance:

Navigating complex immigration laws can be overwhelming. Our team stays up-to-date with the latest regulations, guiding you through the bureaucratic process. We assist with application preparation, submissions, interviews, and follow-ups.

Integration Support: Relocating involves more than just finding a place to live. We help you and your family feel at home by providing assistance with school enrolment, healthcare, language courses, and cultural orientation programs.

Additional Services:

- Temporary Accommodation
- Moving and Shipping Services
- Settling-In Assistance (utilities, banking, documentation)

At JAP Consulting & Relocation, exceptional customer service is our priority. Our dedicated support team is available 24/7, 365 days a year, to address any concerns or questions you may have. We understand that each client's needs are unique, and we strive to provide personalized solutions tailored to your specific circumstances.

A Note from Our Founder:

"Having lived in Japan for 11 years, I experienced firsthand the challenges of integrating into a foreign culture and navigating a complex bureaucratic system,"

says Dr. Oliver Redsch. "The stress of dealing with officials and the meticulous nature of the bureaucracy, similar to that of Germany, made me realize the importance of attention to detail and the need for a better way to serve customers."

With an academic background that includes earning an MBA in Japan, and obtaining a PhD in medical statistics, our founder has the knowledge and skills necessary to provide high-quality service consistently. This experience, combined with the challenges faced while living abroad, inspired the establishment of JAP Consulting & Relocation.

"Over the past 14 years, we have built a strong and extensive network throughout Germany. At JAP Consulting, we offer comprehensive services without the need for subcontractors, ensuring that our clients work directly with their dedicated caseworker. By leveraging

cutting-edge management programs, we have modernized our IT logistics to provide 24/7, 365-day availability, eliminating the inconvenience of closures during weekends or national holidays."

Our founder's personal experience of relocating to a country with vastly different customs has given them a deep understanding of the stress and sense of being lost that foreigners often feel when

navigating an unfamiliar bureaucratic system. "I know that even a small mistake can have serious consequences. At JAP Consulting & Relocation, our mission is to alleviate this stress and provide our clients with the support they need every step of the way." With a commitment to excellence and customer satisfaction, JAP Consulting & Relocation has built long-lasting relationships with clients, some of whom have been with us since our founding 14 years ago. "This is what drives us at JAP Consulting & Relocation - to be the reliable partner our clients can always count on, no matter what."

Join the growing number of satisfied clients who have trusted JAP Consulting & Relocation to guide them through their relocation journey. Contact us today and experience the difference our expertise and unwavering commitment can make.

[JAP-Consulting](#)



New Member Focus: Worldwide Mobility

Who We Are: Welcome to Worldwide Mobility, the lively new addition to the European Relocation Association (EURA)! With over 20 years of combined experience in the relocation industry, at Worldwide Mobility, we're not just about moving boxes; we're all about shaking up the relocation game with our fresh, forward-thinking approach.

Established in March 2023, kicking off with our flagship branch in Belgrade, Serbia, and swiftly expanding to Zagreb, Croatia later the same year, Worldwide Mobility has been making waves in the Balkan and European markets.

Our inaugural year has bolstered our confidence in our mission to become the premier relocation service provider in the Balkan region and beyond. Our commitment to excellence, efficiency, and professionalism drives us to exceed expectations, ensuring a seamless transition for our clients at every step of the relocation process.

Dedicated to providing tailored solutions to both corporate and private clients, our comprehensive range of services spans relocation, removal, storage, and Destination Service Provider (DSP) offerings.

With a keen focus on the Balkan and European regions, our team brings extensive expertise and local knowledge to ensure the highest standard of service delivery.

Our Goal: We might be a bit



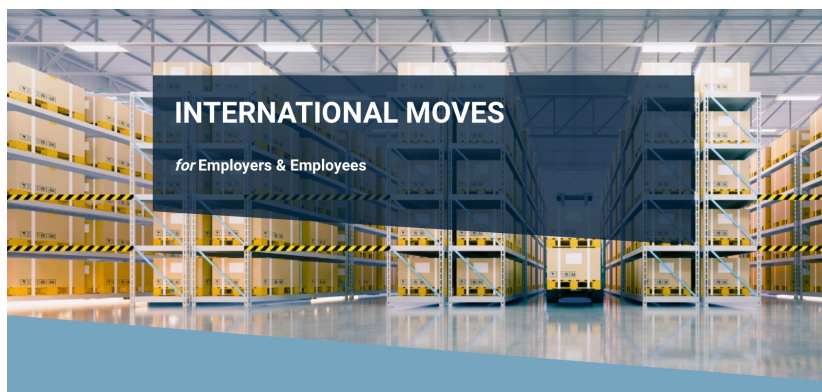
old-fashioned in our approach, but hey, in football terms, we still count goals away!) As we keep on growing, our vision remains crystal clear: we're here to set the gold standard for

the relocation biz, embodying qualities of top-notch quality, professionalism, and sustainability. Worldwide Mobility is your one-stop shop for reliable, efficient, and pocket-friendly relocation solutions. Join us on this journey to excellence!

Why Balkans: Now, let's talk about why we've got our eyes set on the Balkans. Over the past five years, there's been a whirlwind of activity in Serbia and Croatia, with folks packing and bringing their bags and hitting the road like never before. Economic factors, political stability, you name it – it's all contributed to this relocation rollercoaster!

Serbia's been a hotspot for both incoming and outgoing movers and shakers. With its booming economy, sweet spot on the map, and wallet-friendly living costs, it's no wonder expats, entrepreneurs, and investors are flocking in. Meanwhile, Croatia's been turning heads

since its EU debut in 2013, offering up sun-kissed landscapes, Mediterranean vibes, and a blossoming tourism scene that's got everyone talking. So whether you're chasing dreams or just chasing the sun, the Balkans are where it's at!



[Worldwide
Mobility](#)

Verto Mobility is a total relocation and logistics services company headquartered in Bangalore India. Verto Mobility was founded in 2010 by E S Chandramouli an experienced industry mobility professional, to help families with comprehensive moving support and assured services at competitive prices. He was soon joined by Vishal Chandramouli, his son to grow and develop the business. Vishal acts as the Managing Director, contributing to the firm's strategic growth, technology adaptation and driving the company's vision. We are able to attract talent, retain and nurture them to grow under the leadership of Aslam Shariff, who joined Verto Mobility after nearly 2 decades of mobility experience as product head. In 2024, Ananya

Chandramouli joined Verto Mobility to bring innovation and drive customer relationship management & service Excellence.



E S Chandramouli



Vishal Chandramouli

Now, Verto Mobility has its offices in all major metro cities in India including Bangalore, Chennai, Hyderabad, Delhi, Mumbai, Pune and Kolkata and has helped 1000s of families move comfortably around the world with the help of our global partners. Verto Mobility is also a proud member of IAM, Worldwide ERC and IPATA. A good professional help is all it takes to make the move a positive and smooth sailing

experience. Verto in Latin means 'Transformation' and Verto aims to transform the relocation experience for its clients.

India is one of the fastest growing markets where the opportunities for talent development, immense potentials for innovation, technology adoption and cost arbitrage. Verto mobility focuses on all these aspects and aims to transform the relocation practices. We are one of the select companies in India who offer several services such as visas and immigration, destination services, pet relocation, household goods moving services, fine-art logistics, office relocations and industrial logistics, with well trained and experienced in-house resources. We also manage properties on behalf of owners that allows us to offer exclusive expatriate standard houses.

Verto Mobility provides custom solutions to address the various mobility & logistics needs of both corporates and assignees and their families.

Leveraging technology, years of experiences, local knowledge and industry best practices, we have transformed into a service provider of choice with best-in-class, customer centric services.

We are delighted to be new members of EuRA and we look forward to learn, grow and contribute with the EuRA.

[Verto Mobility](https://www.vertomobility.com)



Aslam Shariff



Ananya Chandramouli

New Member Focus: AptsLatam

Overview:

AptsLatam is an award winning corporate housing agency serving Latin America and the Caribbean since 2008, with coverage in over 100 cities with a personalized service offering peace of mind to relocation agencies, travel managers and RMCs placing assignees into the region. From their head office in Bogotá Colombia, their multi-lingual team of housing experts is on-hand to provide exceptional support for one-off moves, group travel and larger mobility programs. Through an expansive and accredited partner network, AptsLatam has the ability to offer a wide range of quality accommodation options and offers a bespoke sourcing service for more specific needs.

Speed networking with Benjamin Subedar, CEO & Founder AptsLatam.

Ben, tell us a little about AptsLatam?

AptsLatam is a UK corporate housing agency operating out of our offices in Colombia, South America. We support moves into the Latin America and the Caribbean region working with an extensive network of vetted local supply partners.

Who are your main clients?

We have a diverse client mix ranging from direct corporates, relocation companies, corporate housing agencies and TMCs who are placing assignees from a multitude of industries which are present in the region

including; oil & gas, mining, manufacturing, professional services, film & television, technology, fintech and automobile. We are happy to assist all sizes of companies whether they only need us once or have an ongoing requirement in the region.

Where are your main service areas?

We started our journey out of Bogotá Colombia so that remains a key destination for us, in addition we see strong demand for accommodation in the major capitals and cities in the region like Mexico City, Sao Paulo, San José (Costa Rica), San Juan (Puerto Rico) and Buenos Aires. Last year we offered options in over 100 cities in the region so we have a very expansive reach and are always happy to source new destinations based on our clients' individual needs.



What services do you offer?

We offer corporate housing and temporary housing for individual assignees and group travel in a wide variety of formats from corporate residential apartments, to individual family homes and apart-hotels. We ensure that the product is always high quality, spotlessly clean, safe & secure and fit for purpose. We back this up with exceptional customer service and deep local knowledge delivered by our team of great multi-lingual housing experts.

I see your slogan is "Making Corporate Housing Easy" is that really true?

We aim to provide an efficient and stress free experience for our clients and their

guests by taking care of the myriad of things that are required for every move to be successful. As a regional operator, we can offer standardized practices in sales, billing, legal, customer service and operations, so the client experience always remains the same whether the booking is for a three bed apartment in Rio de Janeiro or a 30 employee group move to Suriname. So yes, we do make things easier for our clients.

What are some of the unique challenges you face?

Language, culture, local legal restrictions and scarcity of available supply are some common issues we face, but with over 15 years of experience and a team which is culturally aligned and have the freedom to find creative solutions, we generally overcome these and deliver a consistently quality service for our clients.

Should agencies be wary of booking into LATAM?

I think that with any new and unfamiliar destination account managers are right to be wary and they need to do their due diligence to ensure duty of care is always delivered, however a lot of common concerns can be addressed by working with the right strategic partner who you know will support you throughout your travel program. We want to give sales and account managers the confidence to say

“YES!” when their clients are requesting housing in LATAM knowing that we’ve got their back.

Can you back this claim up?

I’m glad you asked that! Our ethos has always been to take the stress away from bookers and to provide full support, before, during and after placements. Our clients recognize this and we have an almost 100% client retention rate, lots of repeat bookings and are proud to have

been recognized by recent industry awards (“LATAM Partner of the Year 2023” Dwellworks, “Best in Class Global Partnership 2023” OWL).

Finally, why Latin America and more specifically Colombia, if you are a Brit?

Good question. Funnily enough I backpacked around South America in the noughties but thought Colombia was too dangerous so skipped it! A few years later, after meeting my Colombian wife in London, we moved to Bogota together and started the business. Ultimately, being a European really helped build trust with both international clients and local suppliers and this trust is still something we offer to all of our partners and the European-ness is something we have built into the culture of the company.



New Member Focus: go local

By Adriana Arango, CEO and Founding partner go local relocation & immigration services

Streamlining Relocation & Immigration: Your Trusted Partner in Colombia & Peru - Latam

A glance of Latam.

It won't be wrong to say that Latam is often a place for people with explorer instincts and a sense of adventure. Over the years this mesmerizing continent has continued to attract expats from all around the world. Every Latam country offers expats one common thing - an enriching experience of a colorful cultural heritage. Several Latam countries are popular for their lifestyle and warm - hearted local who welcome everyone to their community.

Specially, Colombia & Peru are not only renowned for their rich cultural heritage and breathtaking landscapes but also for their thriving economies, business - friendly environments, quality of life and affordability. With a growing middle class and increasing foreign investment, Colombia & Perú present abundant opportunities for entrepreneurs, investors, and professionals alike. From the dynamic tech scenes in Medellín & Lima to the booming tourism sectors in Cartagena & Cusco, also Bogotá is known for its cultural diversity, excellent healthcare facilities and the burgeoning culinary scene; these countries offer a wealth of those seeking to launch businesses or advance their careers.

Business & Investment Climate.

Colombia has been steadily attracting foreign investment across various sectors, including oil and gas, mining, infrastructure, and manufacturing. There are some reasons according to ProColombia to invest in Colombia such as, economic leadership, sustainable economic development, workforce, strategic location, competitive export

platform, business competitiveness, attractive sectoral business (agribusiness and food production, agrochemicals, energy, fashion, healthcare and life sciences, hospitality and tourism, infrastructure, IT and creative industries, logistics and manufacture.

Peru is also a significant recipient of foreign investment, particularly in sectors such as mining, energy, agriculture, and tourism. Peru remains an attractive destination for foreign investors due to its rich natural resources, stable macroeconomic environment, and ongoing efforts to improve infrastructure and regulatory frameworks.

According to PromPeru it has a solid, resilient, inclusive economy open to foreign investment, being the 4th preferred destination for foreign direct investment FDI in South America, with one of the lowest inflation rates in the region and twenty-two (22) trade agreements. Sectors

pointed out to invest are food industries, high technology, manufacturing, textile, tourism, and renewable energy.

It is important to mention that both countries continue to implement policies aimed at attracting foreign investment and fostering economic growth. Additionally, they are actively seeking to diversify their economics to reduce reliance on commodities and promote sustainable development across various sectors.

We make the difficult easy.

Relocating to a new country can be an exciting yet daunting prospect. Whether your expats are moving for work, study, or personal reasons, navigating the complex process of immigration, and settling into a new environment requires meticulous planning and expert guidance. This is



where a reputable relocation & immigration company comes into play.

go local's goal is to make the relocation & immigration experience as pleasant and smooth as possible, providing knowledge and experience in the area and ensuring clients feel comfortable in their new home and their companies can trust in go local for such an important process.

Why to choose go local? go local is a leading relocation & immigration firm with an extensive experience in facilitating smooth transitions for individuals and families moving to Colombia & Perú. Here's why **we** are the preferred choice:

1. **Expertise:** With a team of seasoned professionals well-versed in the intricacies of immigration laws & relocation logistics, go local provides expert guidance tailored to each client's unique needs. A team with international experience, empathetic, service oriented, multicultural, friendly, committed, reliable & creative.
2. **Comprehensive service.** From visa assistance and document procurement to housing arrangements and cultural orientation, go local offers a comprehensive suite of services to streamline every aspect of the relocation & immigration process.
3. **Local knowledge:** With a deep understanding of the local cultures, customs, and bureaucratic procedures in Colombia & Peru, go local ensures that clients feel supported and informed every step of the way.
4. **Personalized approach:** Recognizing that no two relocations are alike, go local takes a personalized approach to address each client's concerns and preferences, ensuring a stress-free transition for individuals and their families, fulfilling with companies' policies and compliance.
5. **Reliable support:** Whether your expats are relocating for work, study or retirement, go local provides reliable support from initial planning stages to post-arrival assistance, allowing clients to focus on settling into their new lives with confidence.

go local offers a wide range of relocation & immigration services tailored to meet the diverse

needs of their clients and to fulfill companies' policies, including among others:

- Visa and work permit assistance
- Housing search and leasing assistance
- School placement services
- Cultural and language training
- Settling in support
- Ongoing expat support

Some clients testimonials referred to go local's services: *"Upon arriving in Bogotá, go local's services were a key factor in making my arrival a pleasant experience. Their efficiency and personalized service made the difficult task of moving to a new country easy."* Jaime García (El Salvador) - Puma Energy

"We received the services of go local, and thanks to their flexibility and availability our disembarkation has been successful, meeting all our expectations. Thank you!" Monica Trencone (Argentina) CFO Airliquide.

"From the beginning I felt that go local truly treated me as an individual, because of the care they took to understand all my preferences and interests and then align them with the enormous number of possibilities and options that Bogotá offers. go local is highly recommended, if you are interested in joining quickly in beautiful and vibrant Colombia" Corneliu Bohantov (Romania) - Head of Development ENDAVA

We are in charge, let your process in our hands.

Relocating to a new country can be a life-changing experience, and having the right support system in place can make all the difference. For companies considering a move of expats to Colombia or Peru, go local offers the expertise, reliability, and personalized attention needed to make the transition smooth and hassle-free. With a comprehensive range of services and commitment to client satisfaction, go local is your trusted partner every step of the way **Let your expats feel like a local**

www.golocal.com.co

info@golocal.com.co

New Member Focus: ETC Relocation Services

Your Trusted Partner in Kuwait



Embarking on a journey of entrepreneurship is often marked by a blend of passion, vision, and a commitment to service. For me as the founder of ETC Relocation Service Company, this journey began in 2016 in Kuwait City. Fueled by a desire to provide unparalleled relocation support, ETC emerged as the first Kuwaiti registered business offering (DSP) services.

At ETC Relocation, our mission is simple yet profound: to facilitate seamless transitions for international companies and their employees relocating to Kuwait. What sets us apart is our comprehensive suite of services tailored to meet the diverse needs of our clients. From finding suitable accommodations to navigating the difficulties of school enrolment for children and personalized orientation and familiarization tours, we handle every aspect of relocation with precision and care. We understand that relocating can be a daunting experience, which is why our team goes above and beyond to provide the guidance and support needed for a smooth transition.

In addition to our individualized services, ETC Relocation also caters to the corporate sector through our Corporate Housing division. Recognizing the importance of comfortable and convenient accommodations for employees on assignment, we offer tailored housing solutions that meet the highest standards of quality and comfort.

What truly distinguishes ETC Relocation is our unwavering commitment to excellence and client satisfaction. Over the years, we have had the privilege of serving a diverse clientele of international companies in meeting their relocation needs. We have also forged strong partnerships

with different stakeholders earning their trust and loyalty through our dedication to exceeding expectations.

As we continue to grow and expand our footprint in the relocation industry, we are proud to be a member of EURA (The European Relocation Association). This esteemed association represents the pinnacle of excellence in relocation services, and we are honored to collaborate with fellow members to further elevate industry standards.

In closing, I am immensely grateful for the opportunity to lead ETC Relocation and make a meaningful difference in the lives of those we serve. Our journey is fueled by a passion for excellence and a relentless commitment to providing exceptional relocation solutions. Whether you are an individual relocating to Kuwait or a corporation seeking reliable relocation services, ETC Relocation is here to be your trusted partner every step of the way.



For more information, visit our website. www.etc relocation.com and for inquiries don't hesitate to reach out to us Reem.Taka@etc relocation.com

EuRA Needs You!

Help us GENERATE RELOCATION RECOGNITION through the power of storytelling. We need your stories for the EuRA e-book titled "The Value of Relocation Support" Stories are powerful. They disseminate information in a way that connects with people.

Why did you create value last time you assisted an assignee and or/ HR/Client?

Why should you convert that experience into a story?

Why should we make the relocation industry well known?

If you have a tale to tell that you would to see in print, just let us know!





NOBLE ASIA

Noble Asia Joins Reloc8 Asia Pacific as a Key Member for Indonesia

Reloc8, a leading global relocation services network, has recently welcomed Noble Asia as its newest member for Indonesia. This collaboration marks a significant milestone for both parties, offering an enhanced and comprehensive real estate and relocation experience in Jakarta.

Established in 2012 by a team of dedicated real estate professionals, Noble Asia has rapidly become Jakarta's premier end-to-end solution for all relocation needs. Led by Fahra Rizwari, the Founder and President Director, and Ignacia Widjaja, the Business Partner and Head of the Leasing Department, Noble Asia has garnered a reputation for delivering top-tier services throughout the entire relocation lifecycle.

Noble Asia's commitment goes beyond merely securing new homes for expatriates; it is about facilitating the creation of an entirely new life in Jakarta. Their expertise encompasses overcoming initial challenges and providing continuous support throughout the expatriates' stay in the city.

Fahra Rizwari, the driving force behind Noble Asia, expressed excitement about joining forces with Reloc8, stating, "Our partnership with Reloc8 Asia Pacific aligns seamlessly with our mission to provide unparalleled relocation services. By becoming a member of the Reloc8 network, we can further expand our reach and offer a more seamless and integrated experience for individuals and families relocating to Jakarta."

Reloc8, known for its global network of trusted relocation service providers, is equally enthusiastic about the collaboration. Yonjoo Oh, Reloc8's President, commented on the addition of Noble Asia to the network, saying, "We are thrilled to welcome Noble Asia as a key member for Indonesia. This inclusion significantly strengthens our footprint across Asia and positions us in one of the world's most economically exciting markets."

To read more [click here](#)



Dwellworks Living Launches Upgraded Website as Part of Our Continual Approach to Innovation

Cleveland, OH – Dwellworks Living, the go-to source for innovative temporary housing solutions for business travel and relocation, is thrilled to announce the launch of its newly redesigned website, www.dwellworksliving.com. We wanted to give users of the site the same feel of walking into the temporary living accommodations in our portfolio – sleek and modern, yet warm and welcoming. Plus, it features the assets our clients use every day like our Market Rate tool and the Properties search page in a much more accessible format.

Dwellworks Living was recently nominated by our industry's leading trade association for the Innovation of the Year award for our Xplore app, a tool that helps all our guests get around in their new city – part of our approach to service that begins with seamless booking in one of our thousands of available



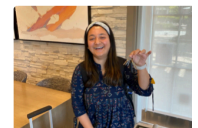
Corporate Relocation

From single-family homes to convenient and perfectly furnished apartment accommodations, find the right solution anywhere for global professionals and families.



Business Travel

Whether your business needs short-term housing for trainings or extended stays for projects and frequent business trips, we have accommodations options for every length, budget, and location.



Intern Housing

Make the summer stay of your high-potential talent more memorable with student-friendly housing communities in key destinations at a variety of price points.



Team Projects

Convenient, comfortable, and cost-efficient housing for your teams on client projects or onsite assignments whether for a few weeks or multiple months.



Turnkey Alternatives

Dedicated, reserved accommodations to ensure availability for your critical business needs. Private inventory managed to guarantee housing on demand.

properties and carries through to extraordinary onsite guest services. This new website addresses the very first interaction a client may have with us, which is all part of the Dwellworks Living mission to offer comprehensive care and knowledge for each client and their employees from start to finish.

We've highlighted below the functions for each key page for easy use and understanding:

The Home Page

This page shares part of our story and all of our purpose: to provide temporary living accommodations to companies around the world, with our 80,000 housing options in 125 countries.

Users can learn about our different services, read testimonials pulled straight from customer feedback, and clients will find our Market Rate tool, which provides average daily rate (ADR) estimates by market, room type, and seasonality based on trends in the data from tens of thousands of recent Dwellworks Living bookings.

To read more [click here](#)



Key Relocation Expands in Finland

KEY Relocation is expanding its business to Finland. This strategic move marks a significant milestone in KEY Relocation's ongoing commitment to strengthening its position on the Nordic market.

"Our primary purpose is to provide the highest quality relocation and immigration services in Finland, with a commitment to customer and client satisfaction, extensive experience, and a strong emphasis on personal service. We aim to be the go-to partner for individuals and organizations seeking seamless and efficient

solutions for relocating to Finland and the Nordic region."

Hans Dahlin, Group CEO, KEY Relocation

KEY Relocation Finland has a full team lined up to start delivering excellence through quality personal service from January 2024 onwards. Combined the team has over 50 years of experience in the relocation industry, with a shared vision of client satisfaction at the heart of everything we do. Our Finnish operations will be headquartered in Helsinki with service reach throughout Finland.

As a part of this venture, [we will change the name of our Swedish entity to KEY Relocation Sweden AB.](#)

To read more [click here](#)

Key Relocation Names Country Manager Denmark

Key Relocation is pleased to announce their new Country Manager for Denmark.

Ken Krogtoft has extensive mobility industry experience. After gaining important customer service skills in the airline business, Ken entered the Danish 'expat' rental scene in the mid 2000's. From there the transition into the destination service provider (DSP) world was easy. It fine-tuned his client relation skills and quickly strengthened his sales prowess. Ken's invaluable experience makes him a strategic addition to Copenhagen Relocations. Ken will oversee the business in Denmark and will be based in Copenhagen.



To read more [click here](#)

Successful Danish Acquisition

KEY Relocation, a leading Nordic relocation company headquartered in Sweden, is pleased to announce the successful acquisition of the 28-year young Danish relocation firm, Copenhagen Relocations. This strategic move marks a significant milestone in KEY Relocation's ongoing commitment to strengthening its position on the Nordic market.

"We are excited about the possibilities that this acquisition brings to KEY Relocation and our valued stakeholders," said Hans Dahlin, Group CEO, KEY Relocation. "By combining both companies' strengths and expertise, we are well-positioned to build an even stronger Nordic presence."

"This is an opportunity to offer more solutions to our clients & customers. It's also an advantage for 'Team Happy' to grow & develop in a larger organization. Having similar values is an important aspect of this transaction & it paves the way for a smooth transition when merging the two company cultures," said Copenhagen Relocations Managing Director, Michèle Bramstoft.

Both KEY Relocation and Copenhagen Relocations share the same vision that client satisfaction is at the heart of everything we do. We are committed to ensuring a seamless transition for Copenhagen Relocation's clients and team members. Clients & customers can look forward to the same dedication, love of industry, & commitment to quality.



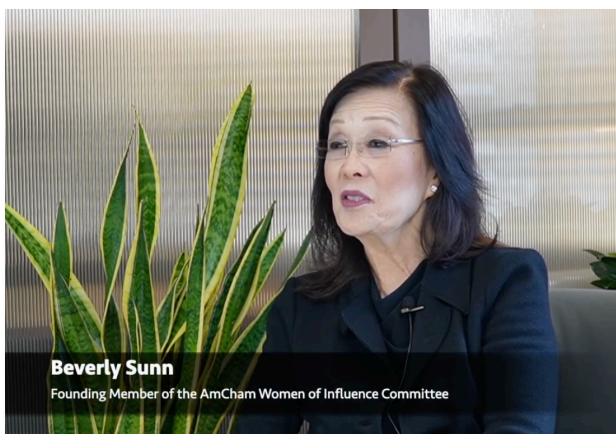
To read more [click here](#)



Congratulations to Beverly LW Sunn on receiving the Lifetime Achievement Award

Today we are celebrating the 20th anniversary of AmCham's Women of Influence Awards - one of the longest running initiatives for Hong Kong that has recognized inspiring women and allies from all industries, backgrounds, age groups and walks of life. We had over 200 nominations and there are almost 450 of us together to celebrate this important cause – we've broken every WOI record this year. But we couldn't have done it without the vision that started this initiative 2 decades ago.

Beverly is one of the first female entrepreneurs to establish a real estate and relocation firm in this region. A pioneer of corporate mobility services, Sunn founded Asia Pacific Properties in Hong Kong in 1985 and expanded into China in 1995 with offices in Shanghai, Beijing & Guangzhou. Her vision for the Women of Influence Awards was to create a space where women's contributions to society, business, and community could be celebrated and used to inspire others. Beverly's commitment to women's empowerment extends beyond the awards, as she has consistently used her influence to advocate for gender equality and women's rights.



Beverly Sunn
Founding Member of the AmCham Women of Influence Committee

Arpin International Group Receives 2024 Partner in Quality Award From WHR Global

Arpin International Group, a full-service moving and storage company specializing in relocating government, corporate, military, and private-residential customers, has received a 2024 Partner in Quality Award from WHR Global (WHR). WHR is a global employee relocation management company known for its white-glove service delivery and for annually relocating thousands of its clients' transferees worldwide.

To qualify for the Award, a partner must have successfully completed a minimum of 20 transactions within the preceding year and attained performance ratings, placing them within the top one percent of their respective service category.

Moreover, recipients of the Award are required to surpass WHR's standards in cost control, client satisfaction, quality assurance, and logistics management.



"We feel privileged and deeply appreciative to be bestowed with the Partner in Quality Award by WHR Global for the third consecutive year. This acknowledgment underscores our dedication to excellence, ingenuity, and cooperative efforts to deliver exceptional value to our clients and stakeholders. We extend our heartfelt gratitude to WHR Global for their confidence and backing. We eagerly anticipate further enhancing our collaborative endeavors," remarked Matthew Somweber, Vice President of GSA at Arpin International Group.

Recognizing that its global partnership network is integral to its accomplishments, WHR holds Arpin International Group in high esteem as a recipient of the 2024 Partner in Quality Award.

To read more [click here](#)

The Merger of Asian Welcome and LandPLUS Mobility Solutions

On 19 September 2023, the merger of LandPLUS Mobility Solutions and Asian Welcome, both leading Singapore home-grown Destination Services Providers was formally announced.

Our business owner, Lili Heng who founded LandPLUS in 1999, acquired Asian Welcome back in 2018 and operated both companies independently until the merger was officiated.



(Our DSP team in Eura Dublin 2023)

The Heritage

Asian Welcome, was established in the early years of 1992 when mobility services were still at infancy stage in the then developing Singapore. Amidst the growing competition through time, Asian Welcome remarkably maintains and protects their lasting partnerships with legacy clients. With the vision of the then founder, Asian Welcome started Reloc8 Asia Pacific Group, a network which now comprises of 12 key partners across the Asia Pacific region.

LandPLUS on the contrary had a completely different journey. LandPLUS was recognized as one of the real estate pioneers, collaborating with relocation companies to elevate Home-Finding programs in Singapore back in 2000. Since then, LandPLUS has curated a bespoke Home Finding program delivered by our in-house realtors, and through encouragement from peers and vendors, we expanded into destination and immigration services, offering full pledge mobility solutions to clients and partners.

The Unified Strength

Our union has led to remarkable growth and success for both our companies and, most importantly, enable us to serve our clients even better. This strategic move had undoubtedly revolutionized the way we deliver services, as we bring together the best practices and expertise of our talented and dedicated team members, who are true veterans in the field. We now have a combined people strength of over 60 members.

Keeping our Essence Alive

We demonstrate high level of integrity in the way we deliver our services, ensuring transparency in communication, balancing optimal negotiations with sound advisories so that stakeholders can make the best decisions based on all available and carefully evaluated facts. By placing high moral values on how we operate, we attract veterans in the field to join our company while gaining honourable respects from business peers with our business etiquette.

Driven by Lili's unwavering dedication in delivering superior quality service, her team shares the same commitment in upholding high business standards. As a result, the Company garners numerous industry recognitions and awards, received from both satisfied customers and esteemed vendors alike. One triumphant moment stood out when we claimed a Superior Quality Achievement Award in 2023 that has global recognition. This award was earned by achieving the highest survey scores received from assignees on a 13-month rolling basis. It is data-driven, with no bias nor preferential treatment.

The Road Ahead

Our people are our assets. With the combined resources, we redefined staff's job description, cross-trained and retrained to build a more diversified team by lowering overhead costs. As part of the company's DEI mission, we continuously find meaningful ways to improve our employee's personal and professional development.

We care for our environment as much as we care for our business. Through the merger, we reduced our office space and with the permanent hybrid working model, we achieved a huge carbon footprint reduction.

We developed a comprehensive CRM portal from scratch and own the program exclusively. The system allows all our authorized users to have access remotely, and data are being stored, retrieved, and transmitted securely. This strongly supports our go-green initiatives for a paperless environment.

To us, the essence of giving back to communities is not merely just in donating funds but an integral part of companies' strategic objectives. Through strategic giving and becoming powerful agents of change, we forge meaningful connections with our stakeholders, earning trust and loyalty that go beyond financial transactions.

www.landplusgroup.com



(Our Managing Director Lili Heng with Bill Graebel from Graebel Relocation)

IKAN Talent Mobility

We are thrilled to reveal our new look and identity, *ikan talent mobility*. The contemporary look and feel aligns with our values and ongoing commitment to excellence.

Understanding that the contemporary workplace is ever evolving, we believe talent knows no borders. Our mission is to deliver innovative solutions, empower companies to access a global talent pool, and enable employees to build fulfilling careers worldwide. For more than one year, a cross section of dedicated team members and specialists met to thoughtfully create a manifesto and refreshed identity that distinguishes our essence. Many of our clients and partners participated in this exercise by sharing their opinions on what IKAN values resonated best with them.

Ikan Launches a Refreshed Brand identity– where efficiency meets empathy

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Our Manifesto

Moving forward is a journey. There are times when the paths we choose seem winding and difficult. Here at Ikan, we help you make significant decisions about the right path to take, getting you settled in a way that works for you.

We understand the significance of these decisions and the importance to provide an exceptional mobility experience that helps you weather risks and navigate obstacles in a manner that makes your journey enjoyable and fulfilling.

We do this with an approach that combines *efficiency* and *care*. For efficient

services, we *do things right* using three decades of mobility expertise, industry knowledge and rigorous processes with proven quality standards. We go beyond efficiency with care by *doing the right thing* and empowering our team to exceed individual needs through empathy.

At Ikan, we embrace the challenge of change, carving out an exceptional path for our clients and transferees where expertise meets empathy.

Our Story

Founded in 1996, by two childhood friends, Diwakar Gupta and Rohit Kumar, the Ikan brand has always stood as a premier player in global talent mobility management space.

The company proudly holds the distinction of being the pioneer of end-to-end talent mobility services in India, achieving prestigious accreditations, including the EURA Quality Seal, ISO 9001:2015, ISO 27001 :2022, ISO 14001: 2015 EMS Great Places to Work and EcoVadis Bronze certifications.

Ikan has been humbled and honoured with more than 35 global and industry awards within the past decade, which solidified its position as one of the most recognised DSPs in the world. Spanning 6 offices across India, our services extend throughout the country and worldwide through our valued network partners, TIRA , Harmony and Reloc8 Asia Pacific Group.

Our Values

- *Efficiency*: Leveraging our wealth of experience and knowledge, our highly responsive team provides the most results-driven solutions that tackle even the most complex challenges, which align with the exact nature of our customers' journey.
- *Collaboration*: We collaborate with vetted partners across the globe to co-create customised, innovative solutions.
- *Care*: We are truly empathetic towards clients and internal teams, fostering an environment in which we always put our best foot forward to ensure you are cared for. This sense of care encompasses building a sustainable future for our planet.
- *Resourcefulness*: We stop at nothing to find creative yet workable solutions to address complex challenges, drive success outcomes, and employ every tool and resource possible for their comfort.
- *Boldness*: We go above and beyond in our commitment to provide a smooth relocation journey, even if that means taking strategic risks on your behalf. Backed by years of expertise, we are not afraid to respectfully steer our clients and transferees away from decisions that do not work in their favour.

We invite you to explore our new website, *ikan talent mobility* and discover how expertise meets empathy.

Unwavering in our resolve to always do the right thing, while doing things right.

[ikan talent mobility](https://www.ikan.com)



VILAMOURA BY THE NUMBERS

765
Delegates

43
Generous sponsors

**81 and
counting...**
Speakers

54
Restaurants and Bars
in the Harbour

4,800,000
Annual visitors to The Algarve

€3
Average price of a large
beer

23c/73f
Average May
temperature in
Vilamoura